

# Study & Evaluation Scheme

of

## Master of Business Administration (Handicrafts Export Management with Export Promotion Council of Handicrafts -EPCH)

[Applicable from Academic Session - 2020-2021 till revised]

*[As per CBCS guidelines given by UGC]*



**TEERTHANKER MAHAVEER UNIVERSITY**  
N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001  
Website: [www.tmu.ac.in](http://www.tmu.ac.in)



**TEERTHANKER MAHAVEER UNIVERSITY**  
(Established under Govt. of U.P. Act No. 30, 2008)  
Delhi Road, Bagarpur, Moradabad (U.P.)

Study & Evaluation Scheme	
Summary	
<b>Institute Name</b>	TeerthankerMahaveer Institute of Management & Technology (TMIMT), Delhi Road, Moradabad
<b>Programme</b>	MBA (Handicrafts Export Management with Export Promotion Council of Handicrafts)
<b>Duration</b>	Two Years full time(Four Semesters)
<b>Medium</b>	English
<b>Minimum Required Attendance</b>	75%
Credits	
<b>Maximum Credits</b>	108
<b>Minimum Credits Required for Degree</b>	102
<b>Maximum duration for completion of program</b>	$N + 2$ years ( $N$ refers to number of years of the program)
<b>Eligibility for the program</b>	Graduation in any stream from UGC recognized University with minimum 50% aggregate marks.

Assessment:					
Evaluation			Internal	External	Total
Theory			40	60	100
Practical/ Dissertations/ Project Reports/ Viva-Voce			50	50	100
Class Test-1	Class Test-2	Class Test-3	Assignment(s)	Attendance& Participation	Total
Best two out of three					
10	10	10	10	10	40
Duration of Examination			External	Internal	
			3 Hours	1.5 Hours	
To qualify the course a student is required to secure a minimum of 45% marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).A candidate who secures less than 45% of marks in a course shall be deemed to have failed in that course. The student should have at least 45% marks in aggregate to qualify the program.					
Question Paper Structure					
1	The question paper shall consist of six questions. Out of which first question shall be of short answer type ( <i>approximately</i> 50 words) and will be compulsory. Question no. 2 to 6 (from Unit-I to V) shall have explanatory answers (approximately 350 to 400 words) along with having an internal choice within each unit.				
2	Question No. 1 shall contain 8 parts from all units of the syllabus with at least one question from each unit and students shall have to answer any five, each part will carry 2 marks.				
3	The remaining five questions shall have internal choice from each unit; each question will carry 10 marks.				
Important Notes					

1	<i>The purpose of examination will be to assess the Course Outcomes (CO) that will ultimately lead to assessment of attainment of Programme Outcomes (PO). A question paper must assess the following aspects of learning: Remembering, Understanding, Applying, Analyzing, and Evaluating &amp; Creating (reference to Bloom's Taxonomy).</i>
2	Case Study is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.
3	There shall be continuous evaluation of the student and there will be a provision of fortnight progress report.

## Program Structure-

### MBA (Handicrafts Export Management)

#### A. Introduction:

Handicrafts Export Management is a stream becoming relevant in the growing global trade. To begin with, export is primarily the sale of goods or services from one country to another and is a major contributor to the GDP of the former. And import happens when one country buys goods or services from another, thereby experiencing a cash outflow. Handicrafts Export management course helps you to understand the international level marketing and concept of foreign exchange. With every passing day of globalization and intricacies of export business, it has become essential to gain knowledge about international trade and maintain that competitive edge. Handicrafts Export management course can enable a newbie manager or entrepreneur to identify foreign markets, product development, payments, financial processes and documentations.

Hence, doing an **MBA (Handicrafts Export Management)** will definitely give a unique opportunity to the student to avail of the benefits of the growing demand of handicrafts and to match with it. With the aim of providing our students a hands on practical knowledge of Handicrafts Exports the institute has tied up with Export Promotion Council of Handicrafts i.e., the **MBA (Handicrafts Exports Management)** degree will be in collaboration with CHEMS (the education arm of EPCH). The curriculum is designed as such so that the students can gain an in-depth mastery of the academic discipline. The **MBA (Handicrafts Export Management)** is a holistic education course. It involves project work and assessments too.

Main topics comprising the course include the following:

- Government Policy
- Export Documentation, Customs Procedures
- International Marketing
- Export Finance
- Packaging
- Shipping
- Quality Inspections
- Compliances
- Banking Transactions
- Import Procedures, Documents and Customs
- Insurance and Risk Management in Import / Export Business

### **Career opportunities for those with MBA in Handicrafts Export Management include**

- Exporter, importer or deemed exporter
- International supplier,
- Logistics provider,
- Risk manager,
- Government officer in Export Promotion Councils,
- Trading Houses,
- Commodity Boards
- State development authorities,
- Cargo clearing & handling agents (CHA),
- Marine insurance companies
- Packaging industries.

The institute emphasis on the following courses ***balanced with core and elective courses***:The curriculum of MBA (Handicrafts Exports Management) program emphasizes an intensive, specialized job-oriented management education with a total 108 credits.

The program structure and credits for MBA (Handicrafts Exports Management) are finalized based on the stakeholders' requirements and general structure of the programme. Minimum number of class room contact teaching credits for the MBA (Handicrafts Exports Management) program will be 80 credits (one credit equals 10 hours); 6 credits for comprehensive viva-voce and field work/ on job training will be at 22 credits, however, the minimum number of the credits for award of MBA (Handicrafts Exports Management) program will be 102 credits. Out of total 80 credits, 24 credits are to be allotted for core courses (CC), 4 credits are allotted to ability enhancement courses (AECC), 6 credits are allotted to skill enhancement courses (SEC), 12 credits are allotted to open/generic elective courses (GEC), 2 credits are allotted to compulsory specifies course (CSC) and rest of 32 credits for discipline specific courses (DSC).

Course handouts for students will be provided in every course. A course handout is a thorough teaching plan of a faculty taking up a course. It is a blueprint which will guide the students about the pedagogical tools being used at different stages of the syllabus coverage and more specifically the topic-wise complete plan of discourse that is, how the faculty members treat each and every topic from the syllabus and what they want the student to do, as an extra effort, for an effective learning. It may be a case study, a role play, a classroom exercise, an assignment- home or field, or anything else which is relevant and which can enhance their learning about that particular concept or topic. Due to limited availability of time most relevant topics will have this kind of method in course handout.

<b>MBA (Handicrafts Exports Management)</b> <b>Two-Year (4-Semester) CBCS Programme</b>			
<b>Basic Structure: Distribution of Courses</b>			
<b>S.No</b>	<b>Categories</b>	<b>Credit Hours</b>	<b>Total Credits</b>
1	Core Course (CC)	8Courses of 3Hrs. / week/ course (Total Hrs. 24/ week / course)	24
2	Ability-Enhancement Compulsory Course (AECC)	3 Courses of 2 Hrs. / week / course (Total Hrs. 6/ week / course)	6
3	Skill-Enhancement Elective Course (SEC)	2 Courses of 3Hrs. / week/ course (Total Hrs. 6/ week / course)	6
4	Generic Elective Course (GEC)	4Courses of3Hrs. / week/ course (Total Hrs. 12/ week / course)	12
5	Program/Discipline Specific Course (DSC) - EPCH	5 Courses of 5Hrs. / week/ course (Total Hrs. 25/ week / course)	25
		1 Course of 4 Hrs. / week/ course (Total Hrs. 4/ week / course)	4
		1 Course of 3 Hrs. / week/ course (Total Hrs. 3/ week / course)	3
6	Value Added Course (VAC)	4 Courses of 8 Hrs. / week/ course (Total Hrs. 8/ week / course)	0
7	Comprehensive Viva- Voce	1 Course of 4 Hrs. / week/ course (Total Hrs. 4/ week / course)	6
8	OJT (On Job Training) I	1 Course of 4 Hrs. / week/ course (Total Hrs. 4/ week / course)	4
9	OJT (On Job Training) II	1 Course of 18Hrs. / week/ course (Total Hrs. 18/ week / course)	18
<b>Total Credits</b>			<b>108</b>

Contact hours include work relatedto Lecture, Tutorial and Practical (LTP), where our institution will have flexibility to decide course wise requirements.

#### **B. Choice Based Credit System (CBCS):**

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve his target number of credits as specified by the UGC and adopted by our University. The following is the course module designed for the MBA (Handicrafts Exports Management) program:

- **Core Course (CC):** Core courses of MBA (Handicrafts Exports Management) program will provide a holistic approach to management education, giving students an overview of the field, a basis to build and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge can be studied further in depth during the elective phase. The core courses will provide more practical knowledge, case-based lessons and collaborative learning models. It will train the students to analyse, decide, and lead rather than merely know while creating a common student experience that can foster deep understanding, develop decision-making ability and contribute to the business and community at large. A wide range of core courses provide groundwork in the basic management disciplines: accounting, marketing, responsible business, finance, organizational behaviour and human resources, statistics, strategy etc. The integrated foundation is important for students because it will not only allow them to build upon existing skills, but they can also explore career options in a range of industries, and expand their understanding of various business fields. We offer core courses in semester I & II during the MBA (Handicrafts Exports Management) program. There will be 3 credits for each core course offered.
- **Ability Enhancement Compulsory Course (AECC):** As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private Universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and other related courses where they might find it difficult to communicate at a higher level in their prospective job at a later stage due to lack of practice and exposure in the language, etc. Students are motivated to learn the theories, fundamentals and tools of communication which can help them develop and sustain in the corporate environment and culture. We offer three AECCs to choose from a list- one in Semester I & one in Semester II of the program. Each AECC will be of 2 credits.
- **Skill Enhancement Course:** This course may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. We offer two SECs- one each in I Semester & II Semester. One SEC will carry 3 credits each.
- **Generic Elective Course (GEC):** Generic Elective is an interdisciplinary additional subject that is compulsory in the first and second semester of a program. The score of Generic Elective is counted in your overall aggregate marks under Choice Based Credit System (CBCS). Each Generic Elective paper will be of 3 Credits and students will have the choice of taking 4 GE's: 2 each in Semester I & II. Core/ Discipline Specific Electives will not be offered as Generic Electives.
- **Value Added Course (VAC):** A value added course is a non-credit audit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be one course each in Semester I & Semester II and will carry no credit, however, it will be

compulsory for every student to pass these courses with minimum 45% marks to be eligible for certificates. Marks/ Credits will not be included in the calculation of CGPI.

- ***Program/Discipline Specific Course (DSC):*** *The discipline specific courses are* compulsory courses to make students specialist or having specialized knowledge of Handicrafts Exports Management domain. They will be covered in two semesters (III&IV) of second year of the program relevant the discipline of Handicrafts Exports Management of the program to be taught by EPCH. Each student will have to compulsorily do the seven discipline specific courses (DSCs) offered by EPCH.



**C. Programme Specific Outcomes (PSOs):** The learning and abilities or skills that a student would have developed by the end of two-year **MBA (Handicrafts Export Management)** program are:

<b>PSO – 1</b>	Understanding management concepts & tools related to the business operations/functions and analyze the manufacturing operations of a firm.
<b>PSO – 2</b>	Developing communication & soft skills to deal with corporate environment in handicraft Export sector.
<b>PSO – 3</b>	Demonstrating problem-solving skills & decision making ability.
<b>PSO – 4</b>	Applying appropriate managerial and technical tools in a Handicraft and Export business context.
<b>PSO – 5</b>	Articulating business context in terms of functional aspects and develop functional competency & skills especially in Handicraft and Export industry.
<b>PSO – 6</b>	Understanding inter-linkages among functional areas of an enterprise and develop cross-functional skills.
<b>PSO – 7</b>	Understanding handicraft related purchasing concepts to improve supply chain operations
<b>PSO – 8</b>	Understanding quality management tools for process improvement
<b>PSO – 9</b>	Understanding the issues pertaining to leadership in a given context of an enterprise & able to lead the team.
<b>PSO – 10</b>	Understanding the international context of business environment & its implications for the organizations.
<b>PSO – 11</b>	Formulating & executing strategy at functional (Marketing, Human resource, Finance and International Business) & international business level.

**D. Pedagogy & Unique practices adopted:** “Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will **emphasize on experiential learning**.

1. **Bridge Courses:** At the start of the MBA program, college will organize Orientation Program for the enrolled students. Along with the Orientation Program i.e. before commencement of the First semester, students (on the basis of student’s previous studies and background) will undergo Bridge Courses in Accounting & Statistics. The Course on Accounting serves the purpose of securing a footing for students with a non-accounting background and introduces them to the basic building blocks of accounting. The course on Statistics is designed to prepare students for high-level performance in different courses requiring Quantitative Applications and analytical skills.
2. **Experiential Learning:** Student will be imparted education with an objective of learning through experiences with the help of tools viz. Cases, Role Play – Simulation, Video Based Learning (VBL) & Learning through Movies (LTM), Field/Live Projects, Industrial Visits, Special Guest Lectures (SGL) & Extra & Student Development Programs (SDP).
3. **Case Based Learning:** Case based learning enhances student skills at delineating the critical decision dilemmas faced by organizations, helps in applying concepts, principles and analytical skills to solve the delineated problems and develops effective templates for business problem solving. Case method of teaching is used as a critical learning tool for effective learning and we encourage it to the fullest. We make it compulsory to teach at least one case study in each unit of every course in MBA program.
4. **Role Play & Simulation:** Role-play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They



alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play & simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical-based experiential learning of our students.

5. **Video Based Learning (VBL) & Learning through Movies (LTM):** These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.
6. **Field/Live Projects:** The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.
7. **Industrial Visits:** Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.
8. **MOOCS:** Students may earn credits by passing MOOCS as decided by the college from time to time.
9. **Special Guest Lectures (SGL) & Extra:** Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or requires experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and insights.
10. **Student Development Programs (SDP):** Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training programs) relating to soft skills, interview skills, SAP, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted across the whole program. Participation in such programs is solicited through volunteering and consensus.
11. **Industry Focused programmes:** Establishing collaborations with various industry partners to deliver the programme on sharing basis. The specific courses are to be delivered by industry experts to provide practice based insight to the students.
12. **Special Assistance Programme for slow learners & fast learners:** write the note how would you identify slow learners, develop the mechanism to correcting knowledge gap. Terms of advance topics what learning challenging, it will be provided to the fast learners.
13. **Orientation Program:** Student orientation programme plays an important role in a student's transition to a university life. Orientation programmes are aimed at familiarizing the students to an unknown campus environment, its faculties and infrastructure. It enables them to make essential connection with studies and develop network among other peers.
  - The orientation program would be of approximately 2 weeks. The main purpose of the orientation program is to make the students aware of institute policy rules and assets so that students would feel comfortable when they join that college.

- Various topics would be covered in the orientation program like:
  - ✓ Bridge Courses: Accounting & Statistics.
  - ✓ Introducing students to their college life.
  - ✓ Incorporating them in the university environment.
  - ✓ Giving the opportunity to the university members and faculties to get connected to the new batch.
  - ✓ Awareness of linkages among Society, Environment, Education & Development.
  - ✓ Philosophy of Education, Indian Education System and Pedagogy.
  - ✓ Background for enriching Subject Knowledge.
  - ✓ Personality Development and Management.
  - ✓ Information Technology and Computer Awareness.

**14. Mentoring Scheme:** Mentoring schemes aim to provide a forum in which students can talk about common issues such as their career development, share their experiences and discuss challenges they are facing, their problems related with college or outside college. They talk with their mentors and mentors provide them solutions.

**15. Career & Personal Counselling:** It is a process that will help the student to know and understand yourself and the world of work in order to make career, educational, and life decisions. Career development is more than just deciding on a major and what job you want to get when you graduate. Corporate Resource Cell or Placement Cell provides support to shape the students to a brighter future. The CRC majorly helps students by:

- **Career Counselling:**

The main reason of consulting this department was your uncertainty about career prospects. With the view of catering to this need of the students, the Corporate Resource Centers have employed proficient counsellors who are familiar with the contemporary industry trends. CRCs also provide guidance and mentoring for all choice-based career options like Placements, Entrepreneurship, Higher Studies services. By knocking their door, you would be able to bring your thoughts to the table and in return, they would be able to guide you in the right direction.

- **Workshops:**

Before expanding your skills and way before propelling you in the industry, the department will brief you about the requirements through regular workshops. Through these workshops, the students are given insights on the topics such as designing an impressive CV with the assistance of latest tools and techniques, the use of different applications, etc.

- **All-inclusive Training:**

Placement centres have a full hold on the training activities. In furtherance of sharpening the skills apropos to recent demands, these centres conduct interwoven training sessions like Training on Aptitude, Logical Reasoning and Quantitative skills. Employability Assessment Test is conducted periodically to check the progress of training and assess the skill level of the student for various sectors of jobs. Also training is provided on latest technologies which are relevant to the industry needs of today. From communication skills to clothing etiquette, these centres incorporate each and every aspect of your personality. This training is the tipping point which instills full confidence and desired skills in you.

- **Mock Interviews:**

Interviews, for some, are herculean tasks while for others they are child's play. Undoubtedly, it is all intrinsic to our nature but these things can be transfigured with some tactics. Now, those techniques which construct a smooth road to success are with career services center workers-they know what needs to be done. So, with the help of mock interviews, your nervousness is reduced and one gets an opportunity to improve on the weak areas. This indeed proves to be a great help for the final face-off!

- **On Job Training:**

For unveiling the real-life working and functions of any company, On Job Trainings are important tools for providing work exposure in the company. Here, the students undergo

training at the actual physical locations. These are of utter importance as they give the students the much-required experiential learning. These training programs let the students ponder their choices. Through these trainings, the students are exposed to situations to adapt for taking on the challenges as they venture into the professional workspace. Students will undergo trainings, supported by college and collaborative partner in the 3<sup>rd</sup> semester (for 16 to 18 weeks) and again in the 4<sup>th</sup> semester (for 16 to 18 weeks). The Evaluation of On Job Training will be done through Student's Performance Evaluation Form, evaluated by supervisor assigned by the Company. The student is required to submit Performance Evaluation Form evaluated by his / her Supervisor at the end of respective semesters.

- **On / Off Campus placement:**

Placement centres are the driving forces behind on-campus recruitments. Those who work under the head of this department make a strategic alliance with a gamut of companies. During and towards the end of the session, companies visit the campus. As inexperienced candidate may face trouble finding a befitting job, so these centres actually help them in bypassing that trouble and become more confident and prepared.

All in all, consulting your placement centre is always a great option for it resolves numerous career-related issues. Taking its working and functioning into account, placement centre emerges as a helpful department. From counselling the students to boosting morale, it provides every possible help needed. While adding something more to your portfolio, it gives back-end support for a better career avenue to the student and in regard to this, one should never ignore it.

**16. Competitive Exam Preparation:** Competitive exams require a certain mindset and understanding which is quite different from a regular school or college academic test. Aptitude, Logical Reasoning, Computer Questions will help the students to prepare for Online Exam. Apart from revision, another important thing is to practice. This practice can include previous year's paper and the test papers of the exams that are available online.

**17. Extracurricular Activities:** An extracurricular activity is an activity that is not required by the course of study at your university. They are not obligatory but are invaluable in developing your talents and practical skills. Some of these activities, such as fundraising and volunteering, not only benefit you but also help others. Organizing & participation in extracurricular activities will be mandatory to help students develop confidence & face audience with care.

**18. Participation in Seminars/ Workshop and Writing and Presenting Papers:** As per the requirement of course, students have to participate in various seminars/ workshops. Students have to develop writing research articles and also develop the presentation skills under the guidance of faculty members.

**19. Formation of Students Clubs, Membership and Organizing & Participating Events:** Various clubs are to be formed like Marketing Club, Finance Club, H.R. Club, Naukri Club etc. as per requirement of programme. These clubs shall organize various events on time to time basis to create an experiential leaning environment for the students. The membership of clubs is voluntary.

**20. Capability Enhancement & Development Schemes:** Time to time program coordinator shall organize capability enhancement program for students which are essential to complete the degree which are not covered in the syllabus.

**21. Library Visits and Utilization of E – Learning Resources:** Course faculties will ensures the regular visit of the student to the library and help them to utilize the available resources in the library.

## MBA Curriculum – Handicrafts Exports Management

### MBA (Handicrafts Exports Management)

#### Semester I

S.N	Category	Course Code	Course		Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	CC-1	MBACC101	Management Concepts & Practices		3	0	0	3	40	60	100
2	CC-2	MBACC102	Accounting for Managers		2	1	0	3	40	60	100
3	CC-3	MBACC103	Business Environment		3	0	0	3	40	60	100
4	CC-4	MBACC104	Organizational Behaviour		3	0	0	3	40	60	100
5	AECC-1	MBAAE101	Business Communication		2	0	0	2	40	60	100
6	AECC-2	MBAAE102	Human Values & Professional Ethics		2	0	0	2	40	60	100
7	SEC-1	MBASE101	Computer Fundamentals & Information Systems		2	0	2	3	40	60	100
8	GEC-1		Generic Elective Courses:	Elective-1	3	0	0	3	40	60	100
9	GEC-2			Elective-2	3	0	0	3	40	60	100
Total					23	1	2	25	360	540	900

<b>Value added course: Students have to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI</b>										
VAC-1	TMUPS-101	Managing Self (Audit Course) <b>*No Credits</b>	2*	1*	0	0	50	50	100	

## MBA (Handicrafts Exports Management)

### Semester II

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-5	MBACC201	Marketing Management	3	0	0	3	40	60	100
2	CC-6	MBACC202	Financial Management	2	1	0	3	40	60	100
3	CC-7	MBACC203	Human Resource Management	3	0	0	3	40	60	100
4	CC-8	MBACC204	Production and Operations Management	2	1	0	3	40	60	100
5	AECC-3	MBAAE201	Managerial Communication	2	0	0	2	40	60	100
6	SEC-2	MBASE201	Business Research Methods	2	0	2	3	40	60	100
7	GEC-3		Generic Elective Courses:	3	0	0	3	40	60	100
8	GEC-4			3	0	0	3	40	60	100
9	Viva-Voce	MBAVV251	Comprehensive Viva	0	0	0	6	50	50	100
<b>Total</b>				<b>20</b>	<b>2</b>	<b>2</b>	<b>29</b>	<b>370</b>	<b>530</b>	<b>900</b>

**Value added audit course: Students have to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI**

VAC-2	TMUPS-201	Managing Work and Others (Audit Course) <b>*No Credits</b>	2*	1*	0	0	50	50	100
VAC-3	TMUPA-202	Numerical Ability (Audit Course) <b>*No Credits</b>	2*	1*	0	0	40	60	100

## MBA (Handicrafts Exports Management)

### Semester III

S.N	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	DSC-1	MBAHEM301	Overview of Handicrafts*	4	0	2	5	40	60	100
2	DSC-2	MBAHEM302	Handicrafts Exports Marketing*	4	1	0	5	40	60	100
3	DSC-3	MBAHEM303	Handicrafts Exports Finance and Banking*	4	1	0	5	40	60	100
4	DSC-4	MBAHEM304	Export Procedures Documentation Packaging and Shipping*	3	0	0	3	40	60	100
5	DSC-5	MBAHEM305	Design Trend and Forecast*	4	0	2	5	40	60	100
6	DSC-6	MBAHEM306	Production and Supply Chain Management *	4	0	2	5	40	60	100
7	DSC-7	MBAHEM307	Management of Buying Behaviours and Modalities *	4	0	0	4	40	60	100
8	OJT-I	MBAHEM321	On the Job Training –I *	0	0	0	4	20	80	100
		<b>Total</b>		<b>27</b>	<b>2</b>	<b>6</b>	<b>36</b>	<b>300</b>	<b>500</b>	<b>800</b>

**Value added audit course: Students have to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI**

VAC-4	TMUPA-302	Arithmetic and Logical Ability (Audit Course) *No Credits	2*	1*	0	0	40	60	100
-------	-----------	--	----	----	---	---	----	----	-----

### MBA (Supply Chain Management & Logistics) - Semester IV

S.N	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
8	OJT-II	MBAHEM421	On the Job Training -II *	0	0	0	18	20	80	100
		<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>20</b>	<b>80</b>	<b>100</b>

## **ELECTIVE COURSES OFFERED**

### **Generic Elective Courses (GEC)**

<b>S.No</b>	<b>Code</b>	<b>Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credit</b>
<b>Semester I (Any two)</b>						
1	MBAGE101	Managerial Economics	3	0	0	3
2	MBAGE102	Quantitative Techniques for Managers	3	0	0	3
3	MBAGE103	Operations Research	3	0	0	3
<b>Semester II(Any two)</b>						
4	MBAGE201	Legal Aspects of Business	3	0	0	3
5	MBAGE202	Entrepreneurship Development	3	0	0	3
6	MBAGE203	Management of Intellectual Property Rights	3	0	0	3



## **Core Courses (CC)**

<b>Course Code:</b> MBACC101	<p align="center"><b>Core Course – 1</b></p> <p align="center"><b>MBA (HEM)- Semester-I</b></p> <p align="center"><b>Management Concepts &amp; Practices</b></p>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the role of a manager and its relations to the organization's mission.	
<b>CO-2</b>	Understanding key 'management' concepts, theories, philosophies, its evolution, basic functions and managerial skills.	
<b>CO-3</b>	Analyzing the influence of historical management thoughts on the current practice of management.	
<b>CO-4</b>	Applying various management concepts, theories, philosophies functions for an effective management of business organization.	
<b>CO-5</b>	Identifying and evaluating social responsibility and ethical issues involved in business situations and logically articulate company's position on such issues.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<p><b>Fundamentals of Management:</b>  Management: Concept, Nature and Importance; Managing: Art or Science; Management as a Profession; Management Vs. Administration; Levels of Management; Characteristics of Quality Managers; Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social System Approach, Decision Theory Approach.  Social Responsibility of Managers and Ethics in Managing.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-2:</b>	<p><b>Planning:</b>  Types of Plans, Steps in Planning, Objectives, Management by objectives, Planning Premises; Strategies and Policies, Process of Planning, Barriers to Effective Planning, Key to Planning, Rational Decision Making, Limiting Factors, Selecting an alternative: three approaches, Decision Making under certainty, uncertainty and risk.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-3:</b>	<p><b>Organizing:</b>  Formal and Informal Organizations,, organization level and span of Management, The structure and process of organizing, Organization Structure: By function, by Geography, By customer group, by product, Matrix organization, Strategic Business Units, Virtual Organizations, Boundary less organizations, Authority and Power, Line/Staff concept, Decentralization, Delegation.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-4:</b>	<p><b>Staffing and Directing:</b>  Concept, Selection process, Techniques and instruments, Appraisal Criteria, Training – On the job, internal / External Training, Directing: Concept, Motivation, Maslow's Need Theory, ERG, Equity Theory, Job Enrichment,</p>	<b>6 Hours</b>

	leadership concept, leadership behaviour and styles. <i>One relevant Case Study/ Case let from the unit.</i>	
<b>Unit-5:</b>	<b>Controlling:</b> Concept, Types of Control, Methods: Pre-control, Concurrent Control, Post control, Bureaucratic and Clan Control, Productivity problems and Measurement, The Quality Concept, Developing a Quality Control System. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Essential Concepts and Applications, New Delhi: Pearson Education	
<b><u>Reference Books:</u></b>	1. Koontz, Principles of Management, New Delhi: McGraw Hill. 2. Hillier Frederick S. & Hillier Mark S., Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, New Delhi: McGraw-Hill. 3. Stoner, J et. al, Management, New Delhi, New Delhi: PHI 4. Robbins & Coulter, Management, New Delhi: PHI 5. Satya Raju, Management – Text & Cases , New Delhi: PHI  * <b>Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>MBACC102</b>	<b>Core Course -2</b> <b>MBA (HEM)- Semester-I</b> <b>Accounting for Managers</b>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding Double entry system and GAAP principles.	
<b>CO-2</b>	Understanding the elements of the financial statements, and the related key accounting assumptions and principles.	
<b>CO-3</b>	Preparing the journal, ledger, trial balance, cash flow, fund flow financial statements, and company's final accounts.	
<b>CO-4</b>	Applying financial tools to analyze and interpret the financial statements of a company.	
<b>CO-5</b>	Evaluating the business position through analysis of financial statement.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<p><b>Introduction of Accounting:</b> Need of Accounting, Meaning of Accounting, Characteristics of Accounting, Stages of Accounting, Objectives of Accounting, Difference between Accounting, Accountancy and Book Keeping.</p> <p><b>Accounting Information:</b> Information about the profit &amp; loss and financial position of the Business, Qualitative Characteristics of Accounting Information, Accounting and its relation with other subjects (Discipline), Basis of Accounting, Functions of Accounting, Branches of Accounting, Advantages or Role of Accounting, Limitations of Accounting. Basic Terminology. Generally Accepted Accounting Principles: Meaning, Classifications &amp; Limitations. Accounting Standards of India (only overview). Basic overview of IFRS, Accounting Equations: Meaning and Calculations.</p> <p><i>Numerical: Accounting Equations.</i></p>	<b>6 Hours</b>
<b>Unit-2:</b>	<p><b>Accounting Process:</b> Difference between cash and accrual basis of Accounting, Double entry system vs Single entry System, Journal, Ledger, Trial Balance, and Final Accounts with Adjustments. Depreciation: Meaning and Methods (WDV &amp; SLM), Introduction of form and content of financial accounts as per schedule VIth of companies act.</p> <p><i>Numerical: Final Accounts with Adjustment.</i></p>	<b>6 Hours</b>
<b>Unit-3:</b>	<p><b>Financial Statement Analysis:</b> Meaning, Objectives, Significance and Limitations. Various tools of Financial statement analysis: Common Size Statement, Comparative analysis, Trend Analysis and Ratio Analysis (Liquidity, Profitability, Activity and Solvency )</p> <p><i>Numerical: Ratio Analysis</i></p>	<b>6 Hours</b>
<b>Unit-4:</b>	<p><b>Cash Flow Analysis:</b> Meaning, Utility of Cash Flow Statement, Format as per AS-3, Preparation of Cash Flow Statement as per AS -3, Difference between Cash Flow Statement and Fund Flow Statement.</p> <p><i>Numerical: Preparation of Cash Flow Statement As per AS-3.</i></p>	<b>6 Hours</b>

<b>Unit-5:</b>	<b>Understanding Published Financial Statements:</b> Introduction, Understanding Analysis and Interpretation based on Case study of any latest published financial statement of any public limited company.  <i>Case Study: Student has to give an assignment based on latest published financial statements of any public limited company.</i>	<b>6 Hours</b>
<b>Numerical that can be asked in External Exam</b>	Accounting Equations, Final Accounts with Adjustment, Ratio Analysis (Liquidity, Profitability, Activity and Solvency), and Preparation of Cash Flow Statement as per AS-3.	
<b><u>Text Books:</u></b>	1. Ramachandran & Kakani Financial Accounting for Management, New Delhi: McGrawHill.	
<b><u>Reference Books:</u></b>	1. Bhattacharya, S.K, Accounting for Management: Text and Cases, New Delhi: Vikas Publishing House. 2. Bhattacharya, How to Read a Balance Sheet: Adapted to Indian laws & requirements, New Delhi: Oxford and IBH Publishing Company Pvt. Ltd. 3. Grewal T.S., Introduction to Accounting, New Delhi: S. Chand & Company. 4. Horngren, Charles T., Sundem, Gary L., Elliott John.A and Philbrick, Donna, Introduction to Financial Accounting, New Delhi: Prentice Hall International, Englewood Cliffs. 5. Narayanaswamy, R., Financial Accounting- A Managerial Perspective, New Delhi: Prentice Hall of India. 6. Gupta, Ambrish, Financial Accounting for Management: An Analytical Perspective, New Delhi: Pearson Education. 7. Maheswari & Maheswari, Accounting for Managers, New Delhi: Vikas Publishing.  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBACC103	<b>Core Course – 3</b> <b>MBA (HEM)-Semester-I</b> <b>Business Environment</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding relationship between environment and business; various techniques and tools used for environment analysis and forecasting of the domestic and global environment.	
<b>CO-2</b>	Understanding internal and external environment and Responsibility of business at the domestic and global level.	
<b>CO-3</b>	Appraising and analyzing the external and internal business environment for better management of an organization.	
<b>CO-4</b>	Applying the environmental analysis techniques to understand and adapt to business dynamics.	
<b>CO-5</b>	Applying and implementing the concepts of Social Responsibility in an organization.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>An Overview of Business Environment:</b> Meaning of Business Environment, Types of Environment- External and Internal. Business- Meaning, Nature/Characteristics, Scope, Classification of Business, and Objective of Business.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Environmental Analysis and Forecasting:</b> <b>Environmental Analysis:</b> Stages of Environmental Analysis, Approaches to Environmental Analysis, Techniques for Environmental Analysis and Benefits; <b>Environmental Forecasting:</b> Steps, Types, Techniques and Limitations; <b>Economic Environment:</b> Nature of Economy, Structure of Economy, Economic Policies and Economic Conditions.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Political and Government Environment:</b> Functions to State, Government and Legal Environment, Economic Role of Government in India; <b>Natural &amp; Technological Environment:</b> Concept of Natural Environment, Concept of Technological Environment, Innovation, Technological Leadership & Fellowship, Technology & Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction, Impact of Technology on Globalization and Transfer in Technology.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Societal Environment:</b> Business and Society, Professionalization, Business Ethics, Business & Culture, Technological Developments and Social Change; <b>Social Responsibility of Business:</b> Classical & Contemporary Views, Social Orientation of Business, factors affecting social orientation responsibilities to different sections, the Indian situations.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>GATT/ WTO and Global Liberalization:</b>	<b>6</b>

	Objectives, an evaluation of GATT, the Uruguay Round Agreement, GATT & WTO, functions of WTO, salient features UR agreement; <b>Globalization:</b> Globalization of World Economy, essential conditions of globalizations, foreign market entry strategies, pros & cons of globalizations and globalization of Indian Business.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>Hours</b>
<b><u>Text Books:</u></b>	1. Francis Cherunilam, Business Environment Text & Cases, New Delhi: Himalayan Publishing House.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Sundaram&amp; Black: International Business Environment Text and Cases, New Delhi: PHI.</li> <li>2. Czinkota, Ronkainen, Moffett, International Business, Cengage. Govt. of India, Latest Economic Survey.</li> <li>3. Mark Hirschey, Economics for Managers, Cengage.</li> <li>4. Palwar, Economic Environment of Business, New Delhi: PHI.</li> <li>5. Justin Paul, Business Environment: Text &amp; Cases, New Delhi : McGraw Hill</li> <li>6. D.N. Dwivedi, Managerial Economics, New Delhi: Vikas Publishing House.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	



<b>Course Code:</b> MBACC104	<b>Core Course – 4</b> <b>MBA (HEM)-Semester-I</b> <b>Organizational Behaviour</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding and describing the concepts anchored to OB and its evolution.	
<b>CO-2</b>	Understanding and analyzing the behavioural concepts related to Individuals like Perception, Attitude, Personality, and Learning.	
<b>CO-3</b>	Understanding and applying the theories of Motivation, Leadership, Group Dynamics for effective - team and organizational management.	
<b>CO-4</b>	Assessing and analyzing Group Dynamics and develop sound Interpersonal Relationships for effective group behaviour.	
<b>CO-5</b>	Analyzing and evaluating Stress and Conflict situations and developing strategies for their resolution.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Organizational Behaviour:</b> Concept, nature, characteristics, conceptual foundations, determinants and importance; concept of knowledge management and Emotional Intelligence in contemporary business organization.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Understanding Human Behaviour in Management:</b> Perception: Concept, nature, process, importance. Management and behavioural applications of perception. Attitude: concept, process, and importance. Attitude measurement. Personality: Concept, nature, types and Freud's theory of personality -. Learning In Management: Concept and theories of learning- Pavlov theory of classical conditioning, B.F Skinner theory of operant conditioning, learning Principles, Role of learning in management.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Motivation and Leadership:</b> Concept, principles, theories– Maslow's Hierarchy of needs theory, Herzberg's Motivation Hygiene theory, and Vroom's Expectancy theory. Monetary and non-monetary motivation. Leadership: Concept, functions, styles, and theories of leadership-trait-Stogdill's traits Factors, behavioural theories-Tannenbaum's continuum of leadership behavior, Managerial Grid, and situational theories-Fiedler's contingency theory.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Interpersonal Relationship management:</b> Analysis of Interpersonal Relationship, Developing interpersonal relationship. Rapport Building techniques and tips Group Dynamic: Definition of Group, Stages of Group Development, Punctuated Equilibrium Model, Group Structure, Group Decision Making.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
	<b>Stress and Conflict Management:</b> Define Stress and its potential sources, Individual and Organizational Approaches for managing stress. Conflict	<b>6 Hours</b>

<b>Unit-5</b>	<p>Management- Concept, sources, types, functionality and dysfunctional of conflict. Classification of conflict-intra individual, inter-personal, inter-group, and organizational. Resolution of conflict, meaning and types of grievance and process of grievance handling.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Davis Keith, Human Behavior at Works: Organizational Behaviors, New Delhi: McGraw-Hill.</li> <li>2. Robbins S.P., Organizational Behavior, New Delhi: Pearson Education.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Luthans Fred, Organizational Behavior, New Delhi: McGraw Hill.</li> <li>2. Chandran J.S., Organization Behavior, New Delhi: Vikas Publishing House.</li> <li>3. Pareek Udai, Behavioral Process in Organizations, New Delhi: Oxford and IBH.</li> <li>4. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning.</li> <li>5. Hellriegel, D &amp; J.W. Slocum, Organisational Behaviour, Thomson Learning.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	

<b>Course Code:</b> MBACC201	<b>Core Course-5</b> <b>MBA (HEM)-Semester-II</b> <b>Marketing Management</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the role and functions of marketing in an organizations.	
<b>CO-2</b>	Understanding 'marketing' concepts, theories and techniques of marketing.	
<b>CO-3</b>	Analyzing the dynamic marketing environment & about marketing strategy decisions are taken for overcoming competition.	
<b>CO-4</b>	Applying various marketing conceptual frameworks, theories and techniques to various marketing contexts.	
<b>CO-5</b>	Developing a comprehensive marketing plan for an organization and taking operational decisions for marketing plan implementation.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Basics of Marketing:</b> Introduction: Definition, Importance, Nature and Scope of Marketing, Core marketing concepts; Evolution of modern marketing concept; holistic marketing; Marketing Mix, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing Vs Selling. Marketing management process-a strategic perspective; Marketing Information Systems. Marketing Environment: Significance of scanning marketing environment; Analyzing macro environments of marketing-economic, demographic, socio-cultural, technological, political and legal; Impact of micro and macro environment on marketing decisions. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Consumer Analysis:</b> Behaviour Analysis: Buyer behaviour; consumer versus organizational buyers; Consumer decision-making process. Segmentation, Targeting & Positioning (STP): Segmenting the market, Benefits of market segmentations, Market segmentation procedure, Bases for consumer market segmentation. Market targeting. Positioning - concept, bases and process; Product/Brand Positioning strategies; Perceptual mapping. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Product&amp; Price Decisions:</b> Product Decisions: Concept of a product; levels of product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle – stages and strategies for different stages of PLC.; New product development- planning and process; Failure of new products and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing objectives; Pricing policies and strategies; Discounts and rebates. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>

<b>Unit-4:</b>	<b>Distribution Channels and Promotion Decisions:</b> Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Mix Decisions: Communication Process; Promotion mix – advertising, sales promotion, personal selling, publicity and public relations; Selection of appropriate tools and techniques of promotion mix.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Marketing Research:</b> Meaning and scope of marketing research; Marketing research process. <b>Marketing Organization and Control:</b> Organizing and controlling marketing operations. <b>Issues and Developments in Marketing:</b> Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, New Delhi: Pearson.	
<b><u>Reference Books:</u></b>	1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication. 2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New York: McGraw Hill. 3. Czinkota M.R., Marketing Management, New Delhi: Pearson Education Asia. 4. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Marketing, Cengage Learning. 5. Etzel, Michael J., Walker, Bruce J., Staton, William J., and Pandit Ajay, Marketing Concepts and Cases, New Delhi: McGraw Hill (Special Indian Edition). 6. Kazmi, SHH, Marketing Management Text and Cases, New Delhi: Excel Books.  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBACC202	<b>Core Course – 6</b> <b>MBA (HEM)-Semester-II</b> <b>Financial Management</b>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the objectives, role, functions and process of financial management; structure and functions of financial markets; various financial instruments and financial intermediaries.	
<b>CO-2</b>	Understanding the Indian Financial System and recognizing the need of financial planning.	
<b>CO-3</b>	Understanding and analyzing the structure and functions of financial markets, various financial instruments and financial intermediaries.	
<b>CO-4</b>	Analyzing and estimating the requirement of fund and cost of capital for various sources of funds.	
<b>CO-5</b>	Analyzing the impact of short term and long term financial decisions of an organization and the various tools used for such decisions.	
<b>CO-6</b>	Making various capital budgeting decisions through various techniques of project appraisal.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Overview of Financial Management:</b> Concept of finance, meaning and definition of financial management, scope and objectives of financial management-Profit maximization vs Wealth maximization; Functions of Finance Manager in Modern Age; Financial decision framework: investing, financing and dividend decisions.	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Financial System &amp; Financial Planning:</b> Need to study Financial system, Functions of financial system, Financial Assets, Financial Markets and its functions, Financial Instruments, Financial Intermediaries and its structure, Regulatory Institutes, Commercial Bank, NABARD, Insurance companies, NBFCs, Mutual Funds, Meaning and definition of Financial Plan, objectives, process of financial planning, Long term and Short term Financial Plans, Factors affecting financial plan and its limitations.	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Cost of Capital and Capital Budgeting:</b> Cost of capital, basic aspects and importance of cost of capital, Computation of cost of Equity, Preference shares, Debt, Retained earnings and overall weighted average cost of capital, Appraisal of project; Techniques of capital budgeting : Pay Back period , Average Rate of Return, NPV,IRR and its applications. <i>Numerical/s: Cost of Capital and Capital Budgeting (PBP, ARR, NPV and IRR).</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Financing Decision :</b> Sources of finance –overview of Long-term& Short term sources of finance, Overview of Working Capital management: Meaning, and definition of working capital , Concept of working capital, Kinds of Working capital, Importance & Objectives of working capital management. Factors affecting working capital policy, Methods of Estimation of Required Working Capital: Operating Cycle method & Estimation of Working Capital based on current assets and current liabilities. <i>Numerical/s: Working Capital Management (Operating Cycle Method and</i>	<b>6 Hours</b>

	<i>Working Capital based on current assets and current liabilities).</i>	
<b>Unit-5:</b>	<b>Dividend Policy Decisions:</b> Dividend Policy, Factors affecting dividend policies, Forms of Dividend, Bonus policy guidelines relating to dividend declaration and payment. <i>Numerical/s: Calculation of dividend.</i>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	1. Reddy G. Sudarsana, Financial Management Principles & Practice, New Delhi: Himalaya Publishing House.	
<b><u>Reference Books:</u></b>	1. Rustagi, R.P. Financial Management: Theory, Concepts and Problems, New Delhi: Galgotia Publishing Company. 2. Chandra Prasanna, Fundamentals of Financial Management, New Delhi:TMH. 3. Van Horne- Financial Management and Policy, New Delhi: Pearson Education. 4. Pandey I.M., Financial Management, New Delhi: Vikas Publications. 5. Khan & Jain, Financial Management, New Delhi, McGraw-Hill.  * <b>Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBACC203	<b>Core Course – 7</b> <b>MBA (HEM)-Semester-II</b> <b>Human Resource Management</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding concepts related to manpower need, acquisition, compensation, assessing performance, training & developing, discipline and separation.	
<b>CO-2</b>	Analyzing and assessing manpower requirement, training needs, performance of people and compensation systems.	
<b>CO-3</b>	Understanding various concepts of job analysis and use those in developing a job design.	
<b>CO-4</b>	Developing and executing plans and systems for recruitment, training, performance appraisal and compensation.	
<b>CO-5</b>	Analyzing and developing grievance handling systems, promotions, transfers and separation plans.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to HRM</b> Meaning of Human Recourse Management, Nature, scope & importance of HRM. Evolution & development of HRM; HRM function & objectives. HRD in India; Difference between HRM & HRD; difference between HRM & personnel management; HRM& its environment- Internal & external. Challenges before HRM in present & changing environment. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Human Recourse Planning &amp; Strategies:</b> HRP – Definition, purpose, processes & HRP & different levels. Control & review mechanism of HRP. HRIS & HR accounting & HR audit – meaning, Objectives & importance. Introduction to strategic HRM, HR strategy formulation, implementation & evaluation, role of HR Manager. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Job Analysis, Recruitment &amp; Selection / Training &amp; Development:</b> Job analysis- job description, job specification, Job enlargement & job enrichment, flexi time & flexi work. Recruitment – meaning, process, methods & sources of recruitment, evaluation of recruitment process, Selection – meaning, process, methods & evaluation of selection process. Meaning of Placement, Training & Development- meaning, purpose, methods & issues of training & development programmes. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Performance Appraisal&amp; job evaluation:</b> Performance Appraisal: definition, objectives, procedures & methods. Job Evaluation: meaning, purpose & methods. Compensation Management: Incentives & its types, perquisites of effective incentive system, wage concepts:- minimum wage, fair wage & living wage. Components of pay structure in India. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Job enrichment, Discipline &amp; grievances procedures:</b> Discipline & Grievance Procedures - Definition, disciplinary procedure,	<b>6 Hours</b>



	grievances handling procedure. Promotion, transfer & separation: purpose, principles & types; Transfers – reason, principles & types; Separation – layoff, resignation, dismissal, retrenchment, voluntary Retirement Scheme. <i>One relevant Case Study/ Case let from the unit.</i>	
<b>Text Books:</b>	1. P.Subba Rao, Essentials of HRM & IR, Himalaya Publication House.	
<b>Reference Books:</b>	1. Aswathappa, Human Resource management, Tata McGraw- Hill. 2. Dessler, Human Resource Management, Prentice – Hall. 3. T.N Chabbra, Human Resource Management. 4. Bratton J.& Gold J., Human Resource management: Theory & Practice, Palgrave,. 5. Gomez Mejia et.al, managing Human Resource, Pearson Education. * <b>Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBACC204	<b>Core Course-8</b> <b>MBA (HEM)-Semester-II</b> <b>Production and Operations Management</b>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the concepts & techniques of operation & quality management productivity.	
<b>CO-2</b>	Applying concepts and tools of quality management for enhancing customer satisfaction.	
<b>CO-3</b>	Applying the various techniques of quality management in production process.	
<b>CO-4</b>	Understanding and applying various models of inventory control in production process.	
<b>CO-5</b>	Analyzing production requirement and applying various tools and techniques to enhance customer satisfaction.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> Classification of Decision Areas in Operation Management, Brief History, Operations Strategy, Flexibility, Modern vs. Traditional Approach. Services and Their Characteristics, Service Matrix, Service Quality, Role of services in Economy. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Quality Control :</b> What is Quality , Statistical process Control , Control Charts X Charts , R Charts, P charts , C charts; Quality Management: Acceptance Sampling, Cost of Quality, Total Quality Management, History of TQM, Quality Gurus: Deming, Juran and Ishikawa, Quality Circles, Zero Defect Concept, Service Quality Model; Six Sigma - Process consisting of defining, measuring, analyzing, improving & establishing steps, Lean Six Sigma (Concepts only). <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Productivity:</b> Various kinds of productivity measures, Multifactor productivity, Efficiency and effectiveness. Business Process Reengineering, Bench Marking. Pursuit of Excellence in Organizations, TATA Business Excellency Model; Supply Chain Management: Purchasing, Value Analysis/ Value Engineering, Vendor Relations. Learning Curve, Forward Buying, Make or Buy Decisions. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Inventory Model &amp; Safety Stocks:</b> Optimal Order Quantity, EOQ, Economic Batch Quantity. ABC Analysis, VED Analysis; Building of a supply chain: orientation& Implementation of Supply Chain functions within an organization, Single Source vs Multiple Sources. <i>One relevant Case Study/ Case let based numerical from the unit.</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Spatial Decisions:</b> Plant Layout. Basic Types of Layouts and their merits &demerits. Optimization in process layouts. Use of Schematic Diagrams and software to solve layout problems. Applications in service Industries. Introduction to Cellular Manufacturing and Group Technology. Location and factors	<b>6 Hours</b>

	<p>affecting a location.</p> <p><b>Timing Decisions:</b></p> <p>Production Planning and Control. Importance of time Horizon, Dovetailing of Plans, Production control, Assembly line Balancing. Scheduling. Shop loading &amp; Index method.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	
<b>Text Books:</b>	1. Gaither & Frazier, Operations Management, Cengage, New Delhi.	
<b>Reference Books:</b>	<p>1. Chary, S.N. Production and Operation Management, New Delhi, McGraw Hill, New Delhi.</p> <p>2. K. Aswathappa &amp; Sridhar Bhatt, Production &amp; Operations Management, Himalaya, Mumbai.</p> <p>3. PannerSelvem, Production and Operation Management, Prentice Hall of India.</p> <p>4. Chunnawals, Production &amp; Operation Management Himalaya, Mumbai.</p> <p>5. Kanishka Bedi, Production &amp; Operation Management, University Press, New Delhi.</p> <p>6. UpendraKachru: Operation Management, Excel Publications, New Delhi.</p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

## **Ability Enhancement Compulsory Courses (AECC)**

<b>Course Code:</b> <b>MBAAE101</b>	<b>Ability Enhancement Compulsory Course -1</b> <b>MBA (HEM)-Semester-I</b> <b>Business Communication</b>	<b>L-2</b> <b>T-0</b> <b>P-0</b> <b>C-2</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the basics of business communication process, types and networks of communication.	
<b>CO-2</b>	Understanding the barriers of communication, importance of listening skills and effective presentation skills.	
<b>CO-3</b>	Applying techniques of effective communication- both verbal and non-verbal at the workplace.	
<b>CO-4</b>	Creating an effective presentation using slides and other visual aids.	
<b>CO-5</b>	Understanding and analyzing the various types of interview and Group Discussion techniques and applying them during real life situations.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Knowledge of Language &amp; Basics of Communication:</b> Tenses, Sentence construction, Direct & Indirect Speech, Active-Passive voice, Verbs, Conjunctions, etc., Meaning & definition of communication, Objectives of communication, Types of communication, Process of communication, Barriers to communication, Grapevine in communication, 7Cs of Communication, Channels & Networks of Communication.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-2:</b>	<b>Non-verbal Communication:</b> Non-linguistic transmission of ideas, Visual cues & their importance in communication, Gestures, Facial Expressions, Body movements, Tone & tenor, audition, Tactile, Kinesthetic etc.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-3:</b>	<b>Presentation Skills:</b> Defining purpose, Audience & locale, Types of presentation, Organizing content of presentation, nuances, Body language during presentation, Audio visual aids, How to develop effective presentation slides, Dos & Don'ts of presentation.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-4:</b>	<b>Listening Skills:</b> Importance of listening, The process of listening, Differentiate between listening and hearing, Types of listening, Barriers to effective listening & factors in effective listening.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-5:</b>	<b>Interviews &amp; G.D-</b> Definition, Types of Interviews, What does a job interview assess?, Focus of job interviews, Strategies for successful interviews, Answers to some common interview questions, Preparing in a group discussion- Leadership, GD protocol, Discussion techniques, Listening.	<b>4 Hours</b>

	<i>One relevant Case Study/ Case let from the unit.</i>	
<b><u>Text Books:</u></b>	1. Lesikar, Petit & Lesikar's, Basic Business, McGrawHill.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Sehgal M.K. &amp; Khetrapal V., Business Communication – Excel Books.</li> <li>2. Mohan Krishna &amp; Banerji Meera, Developing Communication Skills – Macmillan India Ltd. Delhi.</li> <li>3. Bahl, Sushil, Business communication today, Response books, New Delhi.</li> <li>4. Pal, Rajendra, and Korlahalli, J. S., Essentials of Business Communication.</li> <li>5. Malti Agarwal, Professional Communication, Krishna Publication.</li> <li>6. Meenakshi Raman, Prakash Singh, Business Communication</li> <li>7. Meenakshi Raman, Sangeeta Sharma, Technical Communication Principles &amp; Practice.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> <b>MBAAE102</b>	<b>Ability Enhancement Compulsory Course -2</b> <b>MBA (HEM)- Semester-I</b> <b>Human Values and Professional Ethics</b>	<b>L-2</b> <b>T-0</b> <b>P-0</b> <b>C-2</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding concepts of human values and professional ethics.	
<b>CO-2</b>	Applying Sanyam&Swasthya practices in life.	
<b>CO-3</b>	Applying human values and developing harmony among self, family and society.	
<b>CO-4</b>	Evaluating self and professional requirements to become good citizen and ethical person.	
<b>CO-5</b>	Developing self into a professional individual and an ethical personality.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction - Need Basic Guidelines, Content and Process for Value Education:</b> Understanding the need, basic guidelines, content and process for Value Education; Self-Exploration-what is it? -its content and process; 'Natural Acceptance' and Experiential Validation-as the mechanism for self-exploration; Continuous Happiness and Prosperity-A look at basic Human Aspirations.	<b>4 Hours</b>
<b>Unit-2:</b>	<b>Process for Value Education:</b> Right understanding, Relationship and Physical Facilities-the basic requirements for fulfillment of aspirations of every human being with their correct priority; Understanding Happiness and Prosperity correctly-A critical appraisal of the current scenario; Method to fulfill the above human aspirations: understanding and living in harmony at various levels Module.	<b>4 Hours</b>
<b>Unit-3:</b>	<b>Understanding Harmony in the Human Being:</b> Understanding Harmony in the Human Being -Harmony in Myself!; Understanding human being as a co-existence of the sentient 'I' and the material 'Body' Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha; Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer).	<b>4 Hours</b>
<b>Unit-4:</b>	<b>Harmony in Myself:</b> Understanding the characteristics and activities of 'I' and harmony in 'I'; Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail; Programs to ensure Sanyam and Swasthya-Practice Exercises and Case Studies will be taken up in Practice Sessions.	<b>4 Hours</b>
<b>Unit-5:</b>	<b>Understanding Harmony in the Family and Society –harmony in Human -Human Relationship and Gender issues:</b> Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship; Understanding harmony in the Family-the basic unit of human interaction; Understanding values in human-human relationship; meaning of Nyaya and programfor its fulfillment to ensure Ubhay-tripti;Trust (Vishwas) and Respect (Samman) as the foundational values of	<b>4 Hours</b>



	relationship. <b>Gender Issues and Biases:</b> Gender Stereotyping and Gender Discrimination, Male Gaze and Objectivity, Remedial measures of gender biasness.	
<b><u>Text Books:</u></b>	<ul style="list-style-type: none"> <li>• R R Gaur, R,Sangal, G.P Bagaria, A Foundation Course in Education.</li> </ul>	
<b><u>Reference Books:</u></b>	<ul style="list-style-type: none"> <li>• E.F. Schumacher, 1973, small is Beautiful; a study of economics as if people mattered,Blond&amp; Briggs, Britain.</li> <li>• R.Pradeep Kumar, Jeevan Vidya to Na Prayanam, Hyderabad.</li> <li>• Sussan George, How the other half Dies, Penguin Press.</li> <li>• PL Dhar, RR Gaur, Science and Humanism, common wealth publishers.</li> <li>• A.N. Tripathy,Human values, New Age International Publishers.</li> <li>• Subhas Palekar, How to practice natural Farming, Pracheen (Vaidik) Krishitantrashodh, Amravati.</li> <li>• E. M.Govindrajran, S Natrajan&amp; V.S. Senth Kumar, Engineering Ethics (including human Values), Eastern Economy Edition, Prentice hall of India Ltd.</li> </ul> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> MBAAE201	<b>Ability Enhancement Compulsory Course -3</b> <b>MBA (HEM)-Semester-II</b> <b>Managerial Communication</b>	<b>L-2</b> <b>T-0</b> <b>P-0</b> <b>C-2</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the basics of oral & written communication to be used in a business organization.	
<b>CO-2</b>	Understanding fundamentals of business letter writing and written communication within organization and develop skills for effective business letters.	
<b>CO-3</b>	Developing skills to demonstrate effective oral (face to face groups) communication at workplace & in different cultural situations.	
<b>CO-4</b>	Preparing a written report in different formats, employment letters and resume.	
<b>CO-5</b>	Understanding the importance of assertive communication and develop skills to communicate in real life.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Oral Communication:</b> Meaning and importance of oral communication, Principles of successful oral communication, Barriers to effective oral communication, Three aspects of oral communication- Conversing, Listening and Body Language, Intercultural Oral Communication, Oral Communication & Electronic Media- Phones, Voice Mail, Conference Calls, Cell Phones, Video Conferencing. <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-2:</b>	<b>Official and Business Communication:</b> Modern Technology Communication tools, Forms of official correspondence, Parts of an official letter, Drafting of- Circular, Memos, Press Note, E-mail, Notice, Agenda, Minutes of meeting, Importance of written business correspondence. Forms of business letters, Structure of business letter, Types of business letter- Sales letters, Credit letters, Letter of inquiry, Letters of Quotation, Letters of order, Letters of Complaint, Letter of adjustment. <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-3:</b>	<b>Employment Communication:</b> Drafting a Cover letter or Job Application Letter, Drafting of - Bio-Data, Resume/ C.V., Relationship between a resume and an application letter, Types of resume, Guideline for preparing a good resume. <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-4:</b>	<b>Assertive Communication:</b> Importance & characteristics of assertive communication, difference between Passive, Aggressive & Assertive, 3 Cs of Assertive Communication, Assertive Communication Styles. <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Unit-5:</b>	<b>Report Writing:</b> Introduction, The importance of reports, Types of reports - Short Report & Long Report, Special features of a report, Guideline for preparing a report, Organization of a report. <i>One relevant Case Study/ Case let from the unit.</i>	<b>4 Hours</b>
<b>Text Books:</b>	1. Pal, Rajendra, and Korlahalli, J. S., Essentials of Business Communication.	
<b>Reference</b>	1. Raman Meenakshi& Sharma Sangeeta, Technical Communication-	

<b><u>Books:</u></b>	<p>Principles &amp; Practice – O.U.P. New Delhi.</p> <ol style="list-style-type: none"> <li>2. Sehgal M.K. &amp; Khetrapal V., Business Communication – Excel Books.</li> <li>3. Mohan Krishna &amp; Banerji Meera, Developing Communication Skills – Macmillan India Ltd. Delhi.</li> <li>4. Bahl, Sushil, Business communication today, Response books, New Delhi.</li> <li>5. Malti Agarwal, Professional Communication, Krishna Publication.</li> <li>6. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
----------------------	---	--

### **Skill Enhancement Courses (SEC)**

<b>Course Code:</b> MBASE101	<b>Skill Enhancement Course - 1</b> <b>MBA (HEM)-Semester-I</b> <b>Computer Fundamentals &amp; Information Systems</b>	<b>L-2</b> <b>T-0</b> <b>P-2</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding and describing the various Input and output devices and components of a computer system.	
<b>CO-2</b>	Understanding the functions of MS Word, MS Excel, MS Power point and their application.	
<b>CO-3</b>	Applying MS Office tools at workplace for effective functioning.	
<b>CO-4</b>	Understanding concepts and requirements of MIS in business organizations.	
<b>CO-5</b>	Analyzing MIS requirements in business organization.	
<b>CO-6</b>	Evaluating various tools, techniques and systems of MIS to suit the organizational requirement.	
<b>CO-7</b>	Developing MIS architecture for the organization.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Definition of Computer:</b> Computer Generation, Characteristics of Computer, Advantages and Limitations of a computer, Classification of computers, Functional components of a computer system (Input, CPU, Storage and Output Unit), Types of memory (Primary and Secondary) Memory Hierarchy. Hardware: a) Input Devices- Keyboard, Mouse, Scanner, Bar Code Reader b) Output Devices – Visual Display Unit (VDU), Printers, Plotters etc. <b>Introduction of Internet:</b> History of internet, Web Browsers, Searching and Surfing, Creating an E-Mail account, sending and receiving E-Mails.	<b>6 Hours</b>
<b>Unit-2:</b>	<b>MS Word:</b> Starting MS WORD, Creating and formatting a document, Changing fonts and point size, Table Creation and operations, Autocorrect, Auto text, spell Check, Word Art, Inserting objects, Page setup, Page Preview, Printing a document, Mail Merge. <b>MS Excel:</b> Starting Excel, Work sheet, cell inserting Data into Rows/ Columns, Alignment, Text wrapping , Sorting data, Auto Sum, Use of functions, Cell Referencing form, Generating graphs, Worksheet data and charts with WORD, Creating Hyperlink to a WORD document, Page set up, Print Preview, Printing Worksheets. <i>One relevant practical-exercise from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Introduction to MIS:</b> Meaning and Role of Information Systems. Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems, MIS, Value Chain Analysis. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Planning for Information System:</b> Business Planning Systems and Critical Success Factors, Risks in Information Systems, System Development Cycle.	<b>6 Hours</b>

	<b>Decision Support Systems:</b> MIS support for decision-making, Tools of business support systems: What if analysis, Sensitivity analysis, Goal seek analysis, Optimization analysis. <i>One relevant practical-exercise from the unit.</i>	
<b>Unit-5:</b>	<b>Emerging Concepts and Issues in Information Systems:</b> ERP, CRM, SCM, Introduction to Data Warehousing, Data Mining and its Applications. Different tools of Data Mining. <b>Applications:</b> Transaction processing; artificial intelligent technologies in business: Neural Network, Fuzzy logic, Genetic algorithm, Virtual reality, Security and Ethical challenges. <i>One relevant practical-exercise from the unit.</i>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	1. Tannenbaum, Computer Networks, PHI, Delhi. 2. McKeown, Information Technology and the Networked Economy, Thomson Learning	
<b><u>Reference Books:</u></b>	1. Forouzan , Data Communication & Networking , TMH, Delhi. 2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi. 3. Hagg, Baltzan& Philips, Business Driven Technology, TMH, N. Delhi. 4. Molly, Using HTML 4, PHI, Delhi. 5. Comer, E. Douglas, Computer Networks and Internet 4e, Pearson Education, Delhi.Kenneth, Laudon & Jane Laudon MIS: Managing the Digital Firm, Pearson Education. 6. James, A. O'Brien Introduction to Information Systems, McGrawHill. * <b>Latest editions of all the suggested books are recommended.</b>	

<b>Course Code</b> <b>MBASE201</b>	<b>Skill Enhancement Course -2</b> <b>MBA (HEM)-Semester-II</b> <b>Business Research Methods</b>	<b>L-2</b> <b>T-0</b> <b>P-2</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding terms, concept, research process (methodology) & Methods related to hypothesis, research design, sampling tools, data collecting and data analysis.	
<b>CO-2</b>	Analyzing research questions, literature, research situation and data using statistical tools.	
<b>CO-3</b>	Deciding research objective, hypothesis, sample size & type of data collection and analysis techniques.	
<b>CO-4</b>	Developing a research plan based on scientific methods & logic.	
<b>CO-5</b>	Writing a research report and research paper	
<b>CO-6</b>	Understanding and applying SPSS tools for data analysis.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems encountered by the researcher, Problems and Precautions to the Researchers. <b>Process of Research:</b> Steps Involved in Research Process. Research Design: Various Methods of Research Design. Sampling Error, Sample Size, Non-Response. Characteristics of a good sample, Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Non-Probability Sample – Judgment, Convenience, Quota methods. Determining size of the sample - Practical considerations in sampling and sample size.	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Types of Data:</b> Secondary and Primary, Various Methods Primary data collection- Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Email/Internet survey, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions. Literature review: types and sources.	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Measures of Central Tendency:</b> Mean, Median & Mode; Dispersion: Standard Deviation; Correlation: Karl Pearson Coefficient and Spearman rank method; Regression: lines and its equations.	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Classification of Data:</b> Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Levels of measurement - Nominal, Ordinal, Interval, Ratio.	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Analysis of Data and Report Preparation:</b> Hypothesis: formulation and testing (t-test, Z-test, F-test and Chi-square test); Analysis of Variance (ANOVA). Types and Layout of Research Report, Precautions in Preparing the research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons. Use of SPSS in Data Analysis.	<b>6 Hours</b>

<b>Text Books:</b>	1. Beri G.C., Marketing Research, McGraw Hill.
<b>Reference Books:</b>	<ol style="list-style-type: none"> <li>1. Gravetter, Research Method for Behavioral Sciences, Cengage Learning.</li> <li>2. Kothari C.R., Research Methodology Methods and Techniques, New Age International Publishers.</li> <li>3. Cooper &amp; Schindler, Business Research Methods, McGraw Hill.</li> <li>4. Saunders Research Methods for Business students, Pearson Education.</li> <li>5. Malhotra Naresh K., Marketing Research, Pearson Education.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>



## **Generic Elective Courses (GEC)**

<b>Course Code:</b> MBAGE101	<b>Generic Elective Course-1</b> <b>MBA (HEM)-Semester-I</b> <b>Managerial Economics</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the fundamental concepts and theories of economics relevant to business organizations.	
<b>CO-2</b>	Understanding the concepts and theories of cost, production and revenue in relationship to Business operations.	
<b>CO-3</b>	Applying the demand and supply laws and assessing the economic position of a company.	
<b>CO-4</b>	Applying the marginal analysis to assess different market conditions.	
<b>CO-5</b>	Evaluating price and output decisions for different market structures.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<p><b>Introduction:</b> Managerial Economics: Meaning, Definition, Characteristics, Nature, Relation with other disciplines, Scope, Importance. Role and Responsibility of A Managerial Economist.</p> <p><b>Fundamental Concepts of Economics:</b> Incremental Reasoning, Opportunity Cost, Contribution, Time perspective, Time Value of Money and Risk &amp; Uncertainty. <b>Alternative Objective of the Firm:</b> Theory of the Firm (Profit Maximization Theory), Managerial Theories of the Firm (Sales Revenue Maximization Model, Managerial Utility Models and Growth Maximization Models), Behavioural Theories of the Firm (Simons Satisfying Model and Cyert&amp; March's Behavioural Theory of the Firm).</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-2:</b>	<p><b>Theory of Consumer Choice and Demand Analysis:</b> The Cardinal Approach to Consumer Equilibrium: Measurement of Utility, Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility. The Ordinal Utility Theory: Indifference Curve Approach: Meaning, Properties, The Budget Lines, Consumer Equilibrium. Demand Analysis: Meaning of Demand, Definition of Demand, Demand Function, Determinants of Demand, Law of Demand, Factors affecting the Demand.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-3:</b>	<p><b>Elasticity of Demand and Demand Forecasting:</b> Elasticity of Demand: Meaning, Types of Elasticity of Demand. Price Elasticity of Demand: Meaning, Definitions, Degrees, Measurement, Factors affecting price elasticity of demand and Importance. Income Elasticity of Demand: Meaning, Definition, Types and Importance. Cross Elasticity of Demand: Meaning, Definitions, Types. Demand Forecasting: Meaning, Definitions, Steps involved in Demand Forecasting, Determinants and Methods.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-4:</b>	<p><b>Theory of Production, Cost and Revenue:</b> Theory of Production: Meaning and concept of production, Production function (Short run and Long Run), Relationship between TP, MP and AP. Law of Variable Proportion, Law of returns to scale. Law of Supply.</p>	<b>6 Hours</b>

	<p>Theory of Cost: Concept of Cost, Different types Cost, Cost Function (Short Run and Long Run); Relationship between TFC, TVC and TC. Relationship between TC, TFC, TVC, AC, MC, AVC and AFC and Relationship between AC and MC.</p> <p>Theory of Revenue: Concept of Revenue, Relationship between TR, MR and AR.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	
<b>Unit-5:</b>	<p><b>Market, Market Structures, Pricing and Output Equilibrium under different Market Structures and Business Cycle:</b></p> <p>Market and Market Structure: Concept and Different types of Market and their characteristics.</p> <p><b>Determination of price and output equilibrium under different market structure:</b></p> <p>Perfect Competition: Features, Determination of price and output equilibrium under long run &amp; short run. Monopoly: Features, Determination of price and output equilibrium under long run &amp; short run. Monopolistic: Features, Determination of price and output equilibrium under long run &amp; short run. Oligopoly Features, Determination of price and output equilibrium under long run &amp; short run.</p> <p><b>Business Cycle:</b></p> <p>Meaning Definition, features, Phases of Business Cycle, Factors causing Swings in Business Activity.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Textbook of Economic Theory - Stonier and Hague; Longman Green and Co., London. Introduction to Positive Economics - Richard G. Lipsey.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green:- Micro Economic Theory, Oxford University Press, New York,</li> <li>2. J.M. Henderson and Richard E. Quandt., Micro economic Theory, McGraw Hill Company, New York,</li> <li>3. M.L. Seth : Micro Economics, Laxmi- Narayan Agarwal, Agra.</li> <li>4. M.L. Jhingan:- Micro Economic Theory, Vikas Publication, New Delhi,</li> <li>5. G.S. Gupta: - Managerial Economics, McGraw Hill Publishing Company, Ltd. New Delhi,</li> <li>6. Dean J., Managerial Economics, Prentice Hall New Delhi,</li> <li>7. Mithani D.M.:- Business Economic, Himalaya Publishing House, New Delhi.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> <b>MBAGE102</b>	<b>Generic Elective Course -2</b> <b>MBA- Semester-I</b> <b>Quantitative Techniques for Managers</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts & techniques of business decision optimization.	
<b>CO2.</b>	Analyzing various optimization techniques used in making business decisions.	
<b>CO3.</b>	Applying various optimization and statistical tools and techniques for optimized decision making.	
<b>CO4.</b>	Evaluating various optimization tools and techniques to solve business problems.	
<b>CO5.</b>	Developing the model based on analytics decision making of business problems.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Probability:</b> Concept of probability and its uses in business decision-making; Addition and multiplication theorem of probability; Baye's theorem analysis, and its application, Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.  <i>Numerical: Baye's Thoerem</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Linear Programming Problem:</b> Nature and scope of Operation Research, Formulation and testing OR models. Mathematical formulations of LP Models for product-mix problems, graphical and simplex method of solving LP problems.  <i>Numerical: LPP (Simplex Method)</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Transportation Problems:</b> Initial basic feasible solution of transportation problem using North-West Corner Rule, Least Cost Method, Column Minima Method, Row Minima Method and Vogel's Approximation Method, Testing optimality using MODI Method, Unbalanced problems and degeneracy, Solution of problems with the 'maximization' objective;.  <i>Numerical: Transportation (MODI Method)</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Theory of Games and Assignment:</b> Two person zero – sum games, Games of pure strategies and of mixed strategies, Rule of dominance, Graphical solution to games. <b>Assignment:</b> Solution of Assignment Problem using Hungarian Method, Solution of unbalanced Assignment Problem, Problems of Assignment with maximization objective.  <i>Numerical: Game Theory (two by two method) / Assignment (Hungarian Method)</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Queuing Theory &amp; Job Sequence:</b> <b>Queuing theory:</b> waiting line concept, Deterministic models, Queuing models. <b>Job Sequence:</b> Johnsons Algorithm for n Jobs and Two machines, n-Jobs and three machines, Two Jobs and m-Machines, n-Job and m-Machines.  <i>Numerical: Replacement (assets on sudden failure) / Job Sequence (n-Job and m-Machines)</i>	<b>6 Hours</b>

<b><u>Text Books:</u></b>	<ul style="list-style-type: none"> <li>• Levin &amp; Rubin, Statistics for Business, Prentice Hall of India, N. Delhi.</li> <li>• Gupta S.P. &amp; Gupta M.P. Business Statistics, Sultan Chand &amp; Sons, Delhi.</li> </ul>
<b><u>Reference Books:</u></b>	<ul style="list-style-type: none"> <li>• Anderson, Quantitative Methods in Business, Thomson Learning, Bombay.</li> <li>• Anderson, Statistics for Business &amp; Economics, Thomson Learning, Bombay.</li> <li>• Chandan, J.S. An Introduction to Statistical Methods, Vikas Publishing House, New Delhi.</li> <li>• Bhardwaj, R.S, Business Statistics, Excel Books, New Delhi.</li> <li>• Kothari C.R., Quantitative Techniques, Vikas Publishing House, New Delhi.</li> <li>• Hooda.R.P., Statistics for Business &amp; Economics, McMillan India Ltd.</li> <li>• TahaHamdy, Operation Research an Introduction, Prentice-Hall.</li> <li>• Vohra, Quantitative Techniques in Management, McGraw-Hill.</li> </ul> <p><b>* Latest editions of all the suggested books are recommended.</b></p>

<b>Course Code:</b> <b>MBAGE103</b>	<b>Generic Elective Course – 3</b> <b>MBA- Semester-I</b> <b>Operations Research</b>		<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>		
<b>CO1.</b>	Identifying and developing operational research models from the verbal description of the real system.		
<b>CO2.</b>	Understanding the mathematical tools that are needed to solve optimization problems.		
<b>CO3.</b>	Understating the usage of mathematical software to solve the proposed models.		
<b>CO4.</b>	Analyzing the results and proposing recommendations in language understandable to the decision-making processes in Management Engineering		
<b>CO5.</b>	Developing a report that describes the model and the solving technique.		
<b>Course Content:</b>			
<b>Unit-1:</b>	<b>Introduction to Operation Research:</b> Decision making through OR,Nature & Significance of OR, Models and modelling in OR, General methods for solving OR models, methodology of OR, Application and scope of OR, Basic OR models.		<b>6 Hours</b>
<b>Unit-2:</b>	<b>Project Management:</b> Introduction to PERT and CPM, critical Path calculation, float calculation and its importance. Cost reduction by Crashing of activity.  <i>Numerical: CPM only</i>		<b>6 Hours</b>
<b>Unit-3:</b>	<b>Replacement Problem:</b> Replacement of assets that deteriorate with time, Replacement of assets on sudden failure.  <i>Numerical:Replacement (assets on sudden failure)</i>		<b>6 Hours</b>
<b>Unit-4:</b>	<b>Decision Theory:</b> Introduction, Decision under certainty, Decision under risk, Decision under uncertainty: Laplace criterion, MaxiMin criterion, MiniMax criterion, savage MiniMax regret criterion, hurwicz criterion, Decision tree  <i>Numerical: Decision (Laplace Method, MaxiMin Criteria)</i>		<b>6 Hours</b>
<b>Unit-5:</b>	<b>Inventory Control:</b> Inventory classification, Different cost associated to Inventory, Economic order quantity, Inventory models with deterministic demands, ABC analysis.  <i>Numerical: Inventory (EOQ)</i>		<b>6 Hours</b>
<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.</li> <li>• Taha, H.; Operations research, New York, Macmillan.</li> </ul>		
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Levin, Kerpatrik and Rubin; Quantitative Approach to Management, New Jersey, Prentice Hall.</li> <li>• Theirouf and Klekamp; Decision Through Operations Research, New York, John Wiley.</li> <li>• Sharma, J.K.; Operations Research: Theory and applications, New Delhi, Macmillan.</li> <li>• Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., NewDelhi.</li> <li>• Kapoor, V.K., Operations Research; Sultan Chand &amp; Sons, New Delhi.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Kalavathy, Operations Research, Vikas Publishing House, New Delhi.</li> </ul> <p><b>* Latest editions of all the suggested books are recommended.</b></p>
--	--

<b>Course Code:</b> MBAGE201	<b>Generic Elective Course -4</b> <b>MBA (HEM)-Semester-II</b> <b>Legal Aspects of Business</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding and describing important provisions and elements of Indian Contract act 1872 and their practical applicability in business.	
<b>CO-2</b>	Understanding and analyzing different types of agreements and contracts in business life.	
<b>CO-3</b>	Understanding and analyzing special contracts like Indemnity and Guarantee, Bailment and Pledge.	
<b>CO-4</b>	Understanding key provisions of Sale of Goods Act1930, Indian Contract Act 1872 and negotiable instrument act.	
<b>CO-5</b>	Developing a hypothetical contract between two parties and sale agreement making.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<p><b>Indian Contract Act 1872:</b>  <b>Contract:</b>Meaning, Characteristics and Kinds; Essentials of valid contract;  <b>Offer and acceptance:</b>Valid offer, Acceptance, Communication of offer and acceptance, Revocation of offer and acceptance, Lapse of an offer;  <b>Capacity of Parties:</b>Who is Competent to contract, Position of Agreements with a Minor, Position of persons of Unsound Mind, Persons disqualified by Law; <b>Consideration:</b>Meaning, Essential Elements of Valid Consideration, Stranger to Contract, Contract without Consideration;  <b>Free Consent:</b>Meaning of Consent, Meaning of Free Consent, Meaning Coercion and its effect, Meaning of Undue influence and its effects, Meaning of Fraud and its effects, Meaning of Misrepresentation and its effects and Meaning of Mistake and its effects; <b>Legality of Object and Consideration:</b>Circumstances under which the objects or consideration is deemed to be unlawful, Illegal agreements, Void Agreements if consideration or objects Unlawful in part, Agreement opposed to public policy.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-2:</b>	<p><b>Void Agreement:</b>  Meaning of Void Agreements, Agreements in restraint of marriage, trade &amp; legal proceedings, Uncertain Agreements, Wagering Agreements, Distinction between contracts of insurance and wagering agreements, Agreements Contingent on Impossible Events, Agreements to do Impossible Acts, Restitution; <b>Contingents Contract:</b>Meaning, Essential Features and Rules; <b>Performance of a Contracts:</b>Meaning and Types; <b>Discharge of Contracts:</b>Meaning and Modes; <b>Remedies for Breach of Contracts:</b> Meaning, Anticipatory, Actual Breach of Contracts, and Remedies; <b>Quasi – contracts:</b>Meaning and Features; <b>Special Contracts:</b>  <b>Contract of Indemnity and Guarantee:</b>Introduction, Contract of Indemnity, Contracts of Guarantee, Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>



<b>Unit-3:</b>	<p><b>Contract of Bailment and Pledge:</b>  Meaning, Kinds, Duties &amp; Rights of Bailer, Duties &amp; Rights of Bailee;  Lien- Meaning &amp; Types; Finder of Goods- Meaning and Rights;  Termination of Bailment: Pledge- Meaning of pledge, pledger&amp;pledgee,  Rights &amp; duties of pledge, pledger&amp;pledgee; <b>Contract of Agency:</b>Meaning, Creation of Agency, Termination of Agency, Irrevocable Agency; Agent- Meaning, Who may be Agent, Agent vs. Servant, Agent vs. Independent Contractor, classification of Agents, Extent of Agent Authority, Delegation of Authority of Agent, Meaning &amp; Appointment of Sub- Agent, Meaning of Substituted Agent, Rights and Duties of Agent, Principal- Meaning and Position of Principal.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-4:</b>	<p><b>The Sales of Goods Act 1930:</b>  Meaning of Contract of sale, Essential Elements of Contract of Sale, difference between sale and agreement to sell, Conditions and warranties, transfer of ownership in goods including sale by non-owners, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer, Auction Sale – Meaning and Rules.</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b>Unit-5:</b>	<p><b>The Negotiable Instruments Act, 1881:</b>  Negotiable Instruments- Meaning, Characteristics, Presumptions, Types, Promissory Note- Meaning and Characteristics, Bills of Exchange- Meaning and Essential Characteristics, acceptance- Meaning and Characteristics, Cheque- Meaning and Characteristics, , Crossing of Cheque, Holder and Holder in due course, Endorsement, Dishonor of Bill, Noting, Protesting and Hundies</p> <p><i>One relevant Case Study/ Case let from the unit.</i></p>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	1. N. D. Kapoor, Elements of mercantile Law, Sultan Chand and Company, India.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Sharma, J.P. and SunainaKanojia, Business Laws, Ane Books Pvt. Ltd., New Delhi. Sharma, J.P. and SunainaKanojia, VyavsayikSanniyam, Delhi University Hindi Cell.</li> <li>2. Chadha P R Business Law, Galgotia Publishing Company, New Delhi</li> <li>3. Maheshwari&amp;Maheshwari, Business Law, National Publishing House, New Delhi.</li> <li>4. M.C. Kuchhal Business Legislation for Management, Vikas Publishing House.</li> <li>5. Mazumdar, A.K. and Kapoor, G.K., Company Law and Practice, Taxman.</li> <li>6. RohiniAggrawal, Mercantile &amp; Commercial Law, Taxmann.</li> <li>7. Indian Contract act.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> MBAGE202	<b>Generic Elective Course -5</b> <b>MBA (HEM)-Semester-II</b> <b>Entrepreneurship Development</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the concepts, theories, tools & techniques & methods related to entrepreneurship.	
<b>CO-2</b>	Analyzing business situations including enabling & restricting issues & available resources for setting up an entrepreneurial organization.	
<b>CO-3</b>	Applying concept, techniques & methods for success of enterprise.	
<b>CO-4</b>	Evaluate business opportunities and making decision about product, finance and function of business.	
<b>CO-5</b>	Developing a business plan and executing the business plan	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Concepts of Entrepreneurship Development:</b> Evolution of the concept of Entrepreneur, Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Attributes and Characteristics of a successful Entrepreneur, Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development, Entrepreneurial Culture. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Creating Entrepreneurial Venture:</b> Business Planning Process, Environmental Analysis - Search and Scanning, Identifying problems and opportunities, Defining Business Idea, Basic Government Procedures to be complied with. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Project Management:</b> Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding.	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Entrepreneur Development Programmes (EDP'S):</b> Types, 7S Model, History of entrepreneurship development in India, Current Status of Entrepreneurship development in India. Role of Woman entrepreneur. <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Entrepreneurship Development and Government:</b> Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available. Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).	<b>6 Hours</b>
<b>Text Books:</b>	1. Dynamics of Entrepreneurship Development - Vasant Desai	

<p><b><u>Reference</u></b> <b><u>Books:</u></b></p>	<ol style="list-style-type: none"> <li>1 Thought Leaders – Shrinivas Pandit</li> <li>2. Entrepreneurship - Steven Brandt</li> <li>3. Business Gurus Speak - S.N.Chary</li> <li>4. The Entrepreneurial Connection – Gurmit Narula.</li> <li>5. Entrepreneurship: New Venture Creation - David H. Holt</li> <li>6. Entrepreneurship - Hisrich Peters</li> <li>7. The Culture of Entrepreneurship - Brigitte Berger</li> <li>8. Project Management - K. Nagarajan</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>
---	---

<b>Course Code:</b> <b>MBAGE203</b>	<b>Generic Elective Course -6</b> <b>MBA- Semester-II</b> <b>Management of Intellectual Property Rights</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basics of patent and copyright and other acts of IPR.	
<b>CO2.</b>	Understanding the information in patent documents which provide useful insights on novelty of their idea from state-of-the-art search.	
<b>CO3.</b>	Understanding the documentation process of applying the patent.	
<b>CO4.</b>	Analyzing the information in patent document which provide useful insights on the novelty of their idea from state-of-the-art search.	
<b>CO5.</b>	Developing new ideas or innovations which can be registered for patent.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Concept of Property vis-à-vis Intellectual Property :</b> Overview of Concept of Property and Theories of Property, Theories of Intellectual Property Rights, Intellectual Property as an Instrument of Development, Need for Protecting Intellectual Property-Policy Consideration National Perspectives and International demands. Types of Intellectual Property-Origin and Development-An Overview. Intellectual Property Rights as Human Right. Intellectual Property Rights in the Cyber World.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Patent Law :</b> Introduction to Patent Law, Paris Convention, Patent Cooperation Treaty, WTO-TRIPS, Harmonization of CBD and TRIPS. Indian Patent Law -The Patents Act, 1970 , Amendments to the Patents Act, Patentable Subject Matter, Patentability Criteria, Procedure for Filing Patent Applications, Patent Granting Procedure, Revocation, Patent Infringement and Remedies , Relevant Provisions of the Biological Diversity Act, 2002 , Access and Benefit Sharing Issues.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Trademarks:</b> Introduction to Trademarks , Need for Protection of Trademarks, Kinds of Trademarks, International Legal Instruments on Trademarks, Indian Trademarks Law, The Trade and Merchandise Marks Act, 1958 Trademarks Act, 1999, Procedural Requirements of Protection of Trademarks, Content of the Rights, Exhaustion of Rights , Assignment under Licensing, Infringement, Right of Goodwill, Passing Off , Domain Names and Effects of New Technology (Internet).  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Industrial Designs:</b> Need for Protection of Industrial Designs, Subject Matter of Protection and Requirements, The Designs Act, 2000, Procedure for obtaining Design Protection, Revocation, Infringement and Remedies.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>

<b>Unit-5:</b>	<b>Role of International Institutions:</b> World Intellectual Property Organization (WIPO), Function of WIPO, Membership of WIPO, Agreement between the WIPO and the WTO, Dispute Settlement-New Treaties. Commercialization of Intellectual Property Rights by Licensing, Determining Financial Value of Intellectual Property Rights, Negotiating Payments Terms in Intellectual Property Transaction.  <i>One relevant Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b><u>Text Books:</u></b>	<ul style="list-style-type: none"> <li>Al-Ali, N. Comprehensive Intellectual Capital Management: Step-by-Step. John Wiley &amp; Sons, Inc., Hoboken, New Jersey.</li> </ul>	
<b><u>Reference Books:</u></b>	<ul style="list-style-type: none"> <li>Andriessen, D. Making Sense of Intellectual Capital. Designing a Method for the Valuation of Intangibles. Butterworth Heinemann.</li> <li>Stewart, T.A. Intellectual Capital: The New Wealth of Organizations, Nicholas Brealey, London.</li> <li>Sveiby, K.E..The New Organizational Wealth: Managing &amp; Measuring Knowledge-Based Assets. Berrett-Koehler Publishers, San Francisco.</li> <li>Edvinsson, L. and Malone, M.S. Intellectual Capital: Realizing your company's true value by finding its hidden brainpower, Harper, New York.</li> <li>Low, J. and Kalafut, P.C. Invisible advantage: How Intangibles are Driving Business Performance, Perseus Publishing, and Cambridge.</li> </ul> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

## **Value Added Audit Courses (VAC)**

<b>Course Code:</b> TMUPS-101	<b>Value Added Audit Course</b> <b>MBA- Semester-I</b> <b>Managing Self</b>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-0</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Utilizing effective verbal and non-verbal communication techniques in formal and informal settings	
<b>CO2.</b>	Understanding and analyzing self and devising a strategy for self growth and development.	
<b>CO3.</b>	Adapting a positive mindset conducive for growth through optimism and constructive thinking.	
<b>CO4.</b>	Utilizing time in the most effective manner and avoiding procrastination.	
<b>CO5.</b>	Making appropriate and responsible decisions through various techniques like SWOT, Simulation and Decision Tree.	
<b>CO6.</b>	Formulating strategies of avoiding time wasters and preparing to-do list to manage priorities and achieve SMART goals.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Personal Development:</b> Personal growth and improvement in personality Perception Positive attitude Values and Morals High self motivation and confidence Grooming	<b>10 Hours</b>
<b>Unit-2:</b>	<b>Professional Development:</b> Goal setting and action planning Effective and assertive communication Decision making Time management Presentation Skills Happiness, risk taking and facing unknown	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Career Development:</b> Resume Building Occupational Research Group discussion (GD) and Personal Interviews	<b>12 Hours</b>
<b>Reference Books:</b>	1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18 <sup>th</sup> ed., Pearson Education 2. Tracy, Brian, Time Management (2018), Manjul Publishing House 3. Hill, Napoleon, Think and grow rich (2014), Amazing Reads	

	<p>4. Scott, S.J., SMART goals made simple (2014), Createspace Independent Pub</p> <p>5. <a href="https://www.hloom.com/resumes/creative-templates/">https://www.hloom.com/resumes/creative-templates/</a></p> <p>6. <a href="https://www.mbauniverse.com/group-discussion/topic.php">https://www.mbauniverse.com/group-discussion/topic.php</a></p> <p>7. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan</p> <p>8. Burne, Eric, Games People Play (2010), Penguin UK</p> <p>9. <a href="https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression">https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression</a></p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
--	--	--

<b>Evaluation Scheme: Continuous Evaluation</b>																			
<ul style="list-style-type: none"> <li>Students will be evaluated on the score of 100 in every course.</li> <li>Evaluation of soft skill will follow continuous evaluation method</li> </ul>																			
<b>Details are as follows:</b>																			
<b>Total Marks</b>	<b>100 marks = Internal Marks (50)+ External Marks (50)</b>																		
<b>Internal Evaluation (50 Marks):</b>	<p><b>I. Continuous Evaluation -40 Marks</b> Every student has to participate in minimum of 5 assessments assigned by the trainer carrying 8 marks each. List of type of assessments are as follows:-</p> <ol style="list-style-type: none"> <li>Extempore</li> <li>JAM session</li> <li>Role Plays</li> <li>Debate</li> <li>Discussion</li> <li>Personal Mock Interview etc</li> </ol> <p><b>II. Class Attendance – 10 Marks</b> Distribution of attendance marks</p> <table border="1"> <thead> <tr> <th>% Attendance</th><th>Marks</th></tr> </thead> <tbody> <tr><td>0-10</td><td>1</td></tr> <tr><td>11-20</td><td>2</td></tr> <tr><td>21-30</td><td>3</td></tr> <tr><td>31-40</td><td>4</td></tr> <tr><td>41-50</td><td>5</td></tr> <tr><td>51-60</td><td>6</td></tr> <tr><td>61-70</td><td>7</td></tr> <tr><td>71-80</td><td>8</td></tr> </tbody> </table>	% Attendance	Marks	0-10	1	11-20	2	21-30	3	31-40	4	41-50	5	51-60	6	61-70	7	71-80	8
% Attendance	Marks																		
0-10	1																		
11-20	2																		
21-30	3																		
31-40	4																		
41-50	5																		
51-60	6																		
61-70	7																		
71-80	8																		



		81-90	9	
		91-100	10	
<b>External Evaluation (50 Marks):</b>	<b>Oral Examination – 50 Marks</b> Oral examination by committee of 2 skill trainers (including one external if available) other than who has taught the subject.			

<b>Course Code:</b> <b>TMUPS-201</b>	<p align="center"><b>Value Added Audit Course</b></p> <p align="center"><b>MBA- Semester-II</b></p> <p align="center"><b>Managing Work and Others</b></p>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-0</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Communicating effectively in a variety of public and interpersonal settings.	
<b>CO2.</b>	Applying concepts of change management for growth and development by understanding inertia of change and mastering the Laws of Change.	
<b>CO3.</b>	Analyzing scenarios, synthesizing alternatives and thinking critically to negotiate, resolve conflicts and develop cordial interpersonal relationships.	
<b>CO4.</b>	Functioning in a team and enabling other people to act while encouraging growth and creating mutual respect and trust.	
<b>CO5.</b>	Handling difficult situations with grace, style, and professionalism.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Intrapersonal Skills:</b> Creativity and Innovation Understanding self and others (Johari window) Stress Management Managing Change for competitive success Handling feedback and criticism	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Interpersonal Skills:</b> Conflict management Development of cordial interpersonal relations at all levels Negotiation Importance of working in teams in modern organisations Manners, etiquette and net etiquette	<b>12 Hours</b>
<b>Unit-3:</b>	<b>Interview Techniques:</b> Job Seeking Group discussion (GD) Personal Interview	<b>10 Hours</b>
<b>Reference Books:</b>	<ol style="list-style-type: none"> <li>Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18<sup>th</sup> ed., Pearson Education</li> <li>Burne, Eric, Games People Play (2010), Penguin UK</li> <li>Carnegie, Dale, How to win friends and influence people (2004), RHUK</li> </ol>	

	<p>4. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan</p> <p>5. Steinburg, Scott, Nettiquette Essentials (2013), Lulu.com</p> <p>6. <a href="https://www.hloom.com/resumes/creative-templates/">https://www.hloom.com/resumes/creative-templates/</a></p> <p>7. <a href="https://www.mbauniverse.com/group-discussion/topic.php">https://www.mbauniverse.com/group-discussion/topic.php</a></p> <p>8. <a href="https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression">https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression</a></p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
--	---	--

<b>Evaluation Scheme: Continuous Evaluation</b>																							
<ul style="list-style-type: none"> <li>Students will be evaluated on the score of 100 in every course.</li> <li>Evaluation of soft skill will follow continuous evaluation method</li> </ul>																							
<b>Details are as follows:</b>																							
<b>Total Marks</b>	<b>100 marks = Internal Marks (50)+ External Marks (50)</b>																						
<b>Internal Evaluation (50 Marks):</b>	<p><b>I. Continuous Evaluation -40 Marks</b> Every student has to participate in minimum of 5 assessments assigned by the trainer carrying 8 marks each. List of type of assessments are as follows:-</p> <ol style="list-style-type: none"> <li>Extempore</li> <li>JAM session</li> <li>Role Plays</li> <li>Debate</li> <li>Discussion</li> <li>Personal Mock Interview etc</li> </ol> <p><b>II. Class Attendance – 10 Marks</b> Distribution of attendance marks</p> <table border="1"> <thead> <tr> <th>% Attendance</th><th>Marks</th></tr> </thead> <tbody> <tr><td>0-10</td><td>1</td></tr> <tr><td>11-20</td><td>2</td></tr> <tr><td>21-30</td><td>3</td></tr> <tr><td>31-40</td><td>4</td></tr> <tr><td>41-50</td><td>5</td></tr> <tr><td>51-60</td><td>6</td></tr> <tr><td>61-70</td><td>7</td></tr> <tr><td>71-80</td><td>8</td></tr> <tr><td>81-90</td><td>9</td></tr> <tr><td>91-100</td><td>10</td></tr> </tbody> </table>	% Attendance	Marks	0-10	1	11-20	2	21-30	3	31-40	4	41-50	5	51-60	6	61-70	7	71-80	8	81-90	9	91-100	10
% Attendance	Marks																						
0-10	1																						
11-20	2																						
21-30	3																						
31-40	4																						
41-50	5																						
51-60	6																						
61-70	7																						
71-80	8																						
81-90	9																						
91-100	10																						

<b>External Evaluation (50 Marks):</b>	<b>Oral Examination – 50 Marks</b> Oral examination by committee of 2 skill trainers (including one external if available) other than who has taught the subject.
--	--

<b>Course Code:</b> TMUPA-202	<b>Value Added Audit Course</b> <b>MBA- Semester-II</b> <b>Numerical Ability</b>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-0</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Operationalizing the inter-related concept of Percentage in Profit Loss and Discount, Si/CI and Mixture/Allegation.	
<b>CO2.</b>	Employing the techniques of Percentage; Ratios and Average in inter related concepts of Time and Work.	
<b>CO3.</b>	Applying the arithmetical concepts of Average, Mixture and Allegation.	
<b>CO4.</b>	Evaluating the different possibilities of various reasoning based problems in series, Blood relation, Direction and Puzzle Problems.	
<b>CO5.</b>	Correlating the various arithmetic concepts to check sufficiency of data.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Percentages</b> Basic calculation, ratio equivalent, base, change of base, multiplying factor, percentage change, increment, decrement, successive percentages, word problems	<b>4 Hours</b>
<b>Unit-2:</b>	<b>Profit Loss Discount</b> Basic definition, formula, concept of mark up, discount, relation with successive change, faulty weights	<b>3 Hours</b>
<b>Unit-3:</b>	<b>Data Sufficiency</b> Introduction of Data Sufficiency, different topics based DS	<b>3 Hours</b>
<b>Unit-4:</b>	<b>Ratio, proportions and variations</b> Concept of ratios, proportions, variations, properties and their applications	<b>3 Hours</b>
<b>Unit-5:</b>	<b>Mixtures and allegations</b> Mixtures of 2 components, mixtures of 3 components, Replacements	<b>3 Hours</b>
<b>Unit-6:</b>	<b>Time and Work</b> Same efficiency, different efficiency, alternate work, application in Pipes and Cisterns	<b>5 Hours</b>
<b>Unit-7:</b>	<b>Number and alphabet series</b> Number series, alphabet series	<b>2 Hours</b>
<b>Unit-8:</b>	<b>Blood relations</b> Indicating type, operator type, family tree type	<b>2 Hours</b>
<b>Unit-9:</b>	<b>Direction sense</b> Simple statements, shadow type	<b>1 Hours</b>
<b>Unit-10:</b>	<b>Problem solving</b> Arrangement type, Distribution type, Miscellaneous	<b>4 Hours</b>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• R1:-Arun Shrama:- How to Prepare for Quantitative Aptitude</li> <li>• R2:-Quantitative Aptitude by R.S. Agrawal</li> <li>• R3:-M Tyra: Quicker Maths</li> <li>• R4:-Nishith K Sinha:- Quantitative Aptitude for CAT</li> <li>• R5:-Reference website:- Lofoya.com, gmatclub.com, cracku.in, handakafunda.com, tathagat.mba, Indiabix.com</li> </ul>	

	<ul style="list-style-type: none"> <li>• R6:-Logical Reasoning by Nishith K Sinha</li> <li>• R7:-Verbal and Non Verbal Reasoning by R.S. Agrawal</li> </ul> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
--	---	--

<b>Evaluation Scheme</b>																							
<ul style="list-style-type: none"> <li>• Students will be evaluated on the score of 100 in this course.</li> <li>• Evaluation of aptitude skill will follow continuous evaluation method</li> </ul>																							
<b>Details are as follows:</b>																							
<b>Total Marks</b>	<b>100 Marks = Internal Marks (40)+ External Marks (60)</b>																						
<b>Internal Evaluation (40 Marks):</b>	<p> <b>I.</b> Class Tutorials/Assignment: <b>10 Marks</b>  <b>II.</b> Class Test (Best Two out of Three): <b>20 marks</b>(10 Marks Each)  <b>III.</b> Class Attendance – <b>10 Marks</b>            Distribution of attendance marks         </p> <table> <tr> <th>% Attendance</th><th>Marks</th></tr> <tr><td>0-10</td><td>1</td></tr> <tr><td>11-20</td><td>2</td></tr> <tr><td>21-30</td><td>3</td></tr> <tr><td>31-40</td><td>4</td></tr> <tr><td>41-50</td><td>5</td></tr> <tr><td>51-60</td><td>6</td></tr> <tr><td>61-70</td><td>7</td></tr> <tr><td>71-80</td><td>8</td></tr> <tr><td>81-90</td><td>9</td></tr> <tr><td>91-100</td><td>10</td></tr> </table>	% Attendance	Marks	0-10	1	11-20	2	21-30	3	31-40	4	41-50	5	51-60	6	61-70	7	71-80	8	81-90	9	91-100	10
% Attendance	Marks																						
0-10	1																						
11-20	2																						
21-30	3																						
31-40	4																						
41-50	5																						
51-60	6																						
61-70	7																						
71-80	8																						
81-90	9																						
91-100	10																						
<b>External Evaluation (60 Marks):</b>	Maximum Marks – <b>60 Marks</b> Time Duration - <b>60 Minutes</b> Total Question - <b>60 MCQs</b>																						

<b>Course Code:</b> TMUPA-302	<p align="center"><b>Value Added Audit Course</b></p> <p align="center"><b>MBA- Semester-III</b></p> <p align="center"><b>Arithmetic and Logical Ability</b></p>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-0</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Applying the concepts of modern mathematics Divisibility rule, Remainder Theorem, HCF /LCM in Number System.	
<b>CO2.</b>	Relating the rules of permutation and combination, Fundamental Principle of Counting to find the probability.	
<b>CO3.</b>	Applying calculative and arithmetical concepts of ratio, Average and Percentage to analyze and interpret data.	
<b>CO4.</b>	Identifying different possibilities of reasoning based problems of Syllogisms and Coding-Decoding.	
<b>CO5.</b>	Employing the techniques of Percentage, Ratios and Average in inter related concepts of Time Speed and Distance.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Averages</b> Basic Averages, Concept of Distribution, Weighted Average, equations	<b>3 Hours</b>
<b>Unit-2:</b>	<b>Time Speed Distance</b> Average speed, proportionalities in Time, Distance, trains, boats, races, circular tracks	<b>5 Hours</b>
<b>Unit-3:</b>	<b>Permutations and combinations</b> Fundamental counting, and or, arrangements of digits, letters, people in row, identical objects, rank, geometrical arrangements, combination: - basic, handshakes, committee, selection of any number of objects, identical and distinct, grouping and distribution, de-arrangements	<b>4 Hours</b>
<b>Unit-4:</b>	<b>Probability</b> Introduction, Probability based on Dice and Coins, Conditional Probability, Bayes Theorem	<b>2 Hours</b>
<b>Unit-5:</b>	<b>Number theory</b> Classification of Numbers, Divisibility Rules, HCF and LCM, Factors, Cyclicity (Unit Digit and Last Two digit), Remainder Theorem, Highest Power of a Number in a Factorial, Number of trailing zeroes	<b>6 Hours</b>
<b>Unit-6:</b>	<b>Data interpretation</b> Data Interpretation Basics, Bar Chart, Line Chart, Tabular Chart, Pie Chart, DI tables with missing values	<b>5 Hours</b>
<b>Unit-7:</b>	<b>Coding and decoding</b> Sequential coding, reverse coding, abstract coding	<b>2 Hours</b>
<b>Unit-8:</b>	<b>Syllogisms</b> Two statements, three statements	<b>3 Hours</b>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• R1:-Arun Shrama:- How to Prepare for Quantitative Aptitude</li> <li>• R2:-Quantitative Aptitude by R.S. Agrawal</li> <li>• R3:-M Tyra: Quicker Maths</li> <li>• R4:-Nishith K Sinha:- Quantitative Aptitude for CAT</li> <li>• R5:-Reference website:- Lofoya.com, gmatclub.com, cracku.in, handakafunda.com, tathagat.mba, Indiabix.com</li> <li>• R6:-Logical Reasoning by Nishith K Sinha</li> </ul>	

	<ul style="list-style-type: none"> <li>R7:-Verbal and Non Verbal Reasoning by R.S. Agrawal</li> </ul> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
--	---	--

<b>Evaluation Scheme</b>																							
<ul style="list-style-type: none"> <li>Students will be evaluated on the score of 100 in this course.</li> <li>Evaluation of aptitude skill will follow continuous evaluation method</li> </ul>																							
<b>Details are as follows:</b>																							
<b>Total Marks</b>	<b>100 Marks = Internal Marks (40)+ External Marks (60)</b>																						
<b>Internal Evaluation (40 Marks):</b>	<p> <b>I.</b> Class Tutorials/Assignment: <b>10 Marks</b>  <b>II.</b> Class Test (Best Two out of Three): <b>20 marks</b> (10 Marks Each)  <b>III.</b> Class Attendance – <b>10 Marks</b>            Distribution of attendance marks         </p> <table> <tr> <th>% Attendance</th><th>Marks</th></tr> <tr><td>0-10</td><td>1</td></tr> <tr><td>11-20</td><td>2</td></tr> <tr><td>21-30</td><td>3</td></tr> <tr><td>31-40</td><td>4</td></tr> <tr><td>41-50</td><td>5</td></tr> <tr><td>51-60</td><td>6</td></tr> <tr><td>61-70</td><td>7</td></tr> <tr><td>71-80</td><td>8</td></tr> <tr><td>81-90</td><td>9</td></tr> <tr><td>91-100</td><td>10</td></tr> </table>	% Attendance	Marks	0-10	1	11-20	2	21-30	3	31-40	4	41-50	5	51-60	6	61-70	7	71-80	8	81-90	9	91-100	10
% Attendance	Marks																						
0-10	1																						
11-20	2																						
21-30	3																						
31-40	4																						
41-50	5																						
51-60	6																						
61-70	7																						
71-80	8																						
81-90	9																						
91-100	10																						
<b>External Evaluation (60 Marks):</b>	Maximum Marks – <b>60 Marks</b> Time Duration - <b>60 Minutes</b> Total Question - <b>60 MCQs</b>																						



**Semester - III**  
**Program/Discipline Specific Courses (DSC)-**  
**CHEMS - EPCH**

<b>Course Code:</b> <b>MBAHEM301</b>	<p style="text-align: center;"><b>Discipline Specific Course -1</b></p> <p style="text-align: center;"><b>Specialization Handicrafts Exports Management</b></p> <p style="text-align: center;"><b>MBA (HEM) - Semester-III</b></p> <p style="text-align: center;"><b>Overview of Handicrafts</b></p>	<b>L-4</b> <b>T-0</b> <b>P-2</b> <b>C-5</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Understanding about various types of Handicrafts	
<b>CO2</b>	Understanding the Crafts Clusters and role of artisans.	
<b>CO3</b>	Understanding the Role of Export Promotion Councils.	
<b>CO4</b>	Understanding International unique Product coding through Harmonized Tariff System	
<b>CO5</b>	Understanding the role of Development Commissioners.	
<b>Course Content</b>		
<b>Unit-1:</b>	<b>Crafts Clusters:</b> Defining Craft cluster; Craft map of India; List of craft clusters; Different agencies working amongst craft clusters; Productions through craft clusters. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-2:</b>	<b>H. S. Codes:</b> Description of Harmonized System (HS); Coding systems; Importance of HS codes; Classification; Challenges in classification for companies. <i>Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Role of Development Commissioners :</b> Handicrafts; Handloom; MSME; Textile Committee; Marketing Extension Service Centres ; Metal Handicraft Service Centre; Common Facility Centre; Resource Centres; Marketing platform; Publications <i>One Case study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-4:</b>	<b>National Register of Crafts persons :-</b> Who are Craftpersons; Procedure of enrolling; District / states and National awardees; UNESCO awardees; Skill up gradation? <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-5:</b>	<b>Export Promotion Councils/ Boards:</b> List of Export Promotion Council's ; Role of EPC's; Activities of the EPC's; Contribution of EPC's; Foreign trade assistance by EPC's. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>

<b>Text Book</b>	Abraham, T.M. (1964), Handicrafts in India, New Delhi: Graphics Columbia.	
<b>Reference Book</b>	Ahmad, Sheikh, Bashir, (1993), Marketing strategies of the Handicraft products in a developing Economy, Srinagar, Kashmir: Gulshan publication	

<b>Course Code:</b> MBAHEM302	<b>Discipline Specific Course -2</b> <b>MBA (HEM) - Semester-III</b> <b>Handicrafts Exports Marketing</b>	<b>L-4</b> <b>T-1</b> <b>P-0</b> <b>C-5</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Understanding the requirement of buying agencies.	
<b>CO2</b>	Understanding the knowledge of international market, continent and country wise	
<b>CO3</b>	Understanding to familiar with preparing photo offers	
<b>CO4</b>	Analysing to correlate with trade shows.	
<b>CO5</b>	Developing the model to sell online.	
<b>Course Content</b>		
<b>Unit-1:</b>	<b>Geographical Specific Marketing, Market intelligence :</b> <b>Geographical Specific Marketing:</b> Meaning, characteristics, importance, limitation of Geographical Specific Marketing; <b>Market Intelligence:</b> Meaning, Meaning, characteristics, importance, limitation of Geographical Specific Marketing <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-2:</b>	<b>Photo offers:</b> Introduction to Photo Offer or photo specification sheet for buyer; What is Photo Offer; Pantone colours; Product description; Drawings (Photo, Models, Prototypes); Dimensions; Materials; Quality Standards; Label specification; Minimum order quantity; Packaging specification. <i>One Case Study/ Case let from the unit</i>	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Importance of trade shows (B to B)</b> Networking; Branding; Training; Negotiations and Order Taking; Research and Surveillance; Present new products to the market; Expand existing national and international markets; Have a global view of its business and whatever is related to it; Make new contacts and consolidate ties; Exchange ideas with other exhibitors as well as promoters (market, future business). <i>One Case Study/ Case let from the unit</i>	<b>10 Hours</b>
<b>Unit-4:</b>	<b>E-marketing, online Marketing:</b> <b>E-marketing:</b> Meaning, Characteristics, Importance and Limitations. <b>Online Marketing:</b> Meaning, Characteristics, Importance and Limitations. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-5:</b>	<b>Role of Buying agency:</b> Buying agencies/ buying house roles and responsibilities; Various activities of buying house; Work flow of buying house; Defining various samples; Procurement procedures; Price negotiations; Analysing a cost sheet; Design sheets; Order execution; Purchase orders. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>

<b><u>Text Books:</u></b>	O'Brien, James A, Management Information System, Golgotha Publications Ltd.	
<b><u>Reference Books:</u></b>	Sadagopan, S., Management Information System, Prentice Hall of India.  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBAHEM303	<b>Discipline Specific Course -3</b> <b>MBA (HEM) - Semester-III</b> <b>Handicrafts Exports Finance and Banking</b>	<b>L-4</b> <b>T-1</b> <b>P-0</b> <b>C-5</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Understanding of business risk mitigation vis a vis foreign currency and financial disputes.	
<b>CO2</b>	Understanding of credit from banks against orders.	
<b>CO3</b>	Implementing Conversant in Govt. policies to promote exports.	
<b>CO4</b>	Analysing various export benefits (Duty draw back).	
<b>CO5</b>	Understanding for GST refunds.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>E.C.G.C./Factoring:</b> What is Credit Risk; Type of Credit Risks; Type of Export Credit Risks; Principle of Insurance; Terms of payment in Exports; Risk Management in Exports; Risks covered by ECGC; Classification of Risks; Types of credit insurance covers provided by ECGC; Conversant in understanding various export benefits (Duty draw back). <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-2:</b>	<b>Export Banking:</b> Export credit; Pre-shipment credit; Post shipment credit; Methods of payments. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Govt. finance Policies and Schemes :</b> DGFT; Custom; EPC; Ministry of Finance. <i>One Case Study/ Case let from the unit.</i>	<b>20 Hours</b>
<b>Unit -4</b>	<b>Govt. finance Policies and Schemes:</b> RBI; Ministry of Commerce Industry; Development Commissioner; MSME; EPB. <i>One Case Study/ Case let from the unit.</i>	
<b>Unit-5:</b>	<b>GST:</b> Applicability and Registration; Invoicing and Credit; Export and Refund; Return Filling; Audit and Litigation. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Text Book:</b>	Gianturco, D.E. (2001) Export Credit agencies: The Unsung giants of International Trade & Finance, Greenwood Publishing Group	
<b>Reference Book:</b>	Export-Import Bank (EXIM Bank) portal <a href="http://www.eximbankindia.in">www.eximbankindia.in</a> / useful, <a href="http://www.eximbankindia.in/annual-report">www.eximbankindia.in/annual-report</a> Annual Report EXIM bank, 2014-15, Under the chairmanship of Shri Yaduvendra Mathur, date of publication 27 April 2015, pp no 2 "Indian Economic Policies", Government of India, Annexure 5 pp 84-85, source <a href="http://www.nic.in">www.nic.in</a>  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>MBAHEM304</b>	<b>Discipline Specific Elective Course -4</b> <b>MBA (HEM) - Semester-III</b> <b>Packaging &amp; Shipping Framework</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Understanding of export documents.	
<b>CO2</b>	Understanding various types of payment and shipping terms.	
<b>CO3</b>	Entering into a safe agreement with buyer.	
<b>CO4</b>	Understanding financial implications of destination country.	
<b>CO5</b>	Understanding various types of packaging standards	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>C.H.A. &amp; Documents + Import Laws in destination Country:</b> Key documents at importers end; Port formalities and custom clearance; Obtaining makes receipt of Bill of lading; Despatch documents. <i>One Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Packaging Standards:</b> Introduction, Corrugated; Corrugated packaging; Parameters of corrugated box; Export Packaging; Concept of cushioning. <i>One Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Agreement with Buyer:</b> Commercial contract; Protection of the interest of Exporter and importer; Ownership of goods; Legal and commercial necessity of the agreement; Economic and Commercial of the trading country; Governmental regulations of importing and exporting countries; Incentive if any <i>One Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>INCO TERMS:</b> Introduction to INCOTERMS; Dispatcher term; shipment term; Arrival terms; Coverage of INCOTERMS; Limitation of INCOTERMS; Applicability of INCOTERMS . <i>One Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Unit-5:</b>	<b>SHIPPING-CONCOR-PORTS-ICD-How to ship from factory to Port:</b> What is CONCOR; What is ICD in port; What is LCL consolidation; What is railway CONCOR; What is CFC in shipping; Difference in LCL and LTL; Difference in FCL and LCL. <i>One Case Study/ Case let from the unit.</i>	<b>6 Hours</b>
<b>Text Book</b>		
<b>Reference Book</b>	<b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBAHEM305	<b>Discipline Specific Elective Course -5</b> <b>MBA (HEM) - Semester-III</b> <b>Design Trend in Export</b>	<b>L-4</b> <b>T-0</b> <b>P-2</b> <b>C-5</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Understanding to handle WGSN.	
<b>CO2</b>	Understanding the Basics of visual Merchandising and curated displays.	
<b>CO3</b>	Able to have Clarity on ever changing fashion.	
<b>CO4</b>	Able to translate a drawing into a product.	
<b>CO5</b>	Understanding on colour differentiation and finishes	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>WGSN:</b> <b>WGSN- A subscription based international portal;</b> Uncover the right trends for customers; Plan the perfect timing for market; Price new products and categories accurately; Trend and forecasting. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-2:</b>	<b>V M., Curated Displays:</b> What is Visual Merchandising; Contribution to retail brand strategy; Methodology; Techniques; Visual merchandisers; Duties of visual merchandisers; Key Elements of Visual Merchandising? <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Fashion:</b> Defining fashion and Life Style; History and Culture; Influence of market; Balancing Functionality and Style; Social Agenda & Fashion; Commercial influence on Fashion. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-4:</b>	<b>Design Development based on Trends&amp; Forecast:</b> <b>Product design definition;</b> Various aspects in Product design; Identifying customers need; Establishing Target Specifications; New product development & design; Market research option. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-5:</b>	<b>Colours and Finishes:</b> Importance of Colour & Surface; Finishes Technical, Visual and Tactile; Colour Theory; Fastness; Mandatory Regulations; Importance of Colour in Product Development, Branding; Marketing and VM; Knowledge Colour & Surface, Forecast. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Text Book</b>	Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi. Export Management – Francis Cheruuilam – Himalaya Publishing House, Mumbai.	
<b>Reference Book</b>	International Marketing and Export Management – Pearson Publication, New Delhi. International Marketing Management – An Indian Perspective – R. L. Varshney and B. Bhattacharya, Sultan Chand & Sons. International Marketing – P. K. Vasudeva – Excel Books, New Delhi.	



	Pepsi Handbook of India Exports – Global Business Press, New Delhi <b>* Latest editions of all the suggested books are recommended.</b>	
--	--	--

<b>Course Code:</b> MBAHEM306	<b>Discipline Specific Course -6</b> <b>MBA (HEM) – Semester-III</b> <b>Production and Supply chain Management</b>	<b>L-4</b> <b>T-0</b> <b>P-2</b> <b>C-5</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Applying the Calculation of material Consumption, Labour and Cost.	
<b>CO2</b>	Understanding the ability for Assessment of production time.	
<b>CO3</b>	Understanding Quality Assessment and Control from raw material to finished product	
<b>CO4</b>	Understanding the Concept of learn manufacturing.	
<b>CO5</b>	Able to convert a production facility into a compliant unit	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Export Pricing:</b> Export Pricing – Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-2:</b>	<b>Production Management:</b> System concept of production –Production system – Productivity – World class manufacturing- process planning and design- selection of process-value analysis/value engineering-make or buy decision- capacity planning and forecasting- Demand pattern- Forecasting model-selection of forecasting techniques-SMA-WMA-Simple exponential smoothing, Linear regression – Delphi method <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Quality Control and Lab Testing:</b> Quality control: Introduction- need to control quality- quality system- QC techniques- control charts for variables and attribute- Acceptance sampling – Operating characteristic curve – Single sampling plan. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-4:</b>	<b>Lean Manufacturing:</b> Maintenance - planning and control - Maintenance Objectives –Types – Basic reasons for replacement- reliability – reliability improvementreliability calculations- Modern production management tools- JIT manufacturing - Introduction to Six sigma concepts- TQM- Lean manufacturing. -Kaizen. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Unit-5:</b>	<b>Compliances-Social/Health/Vriksh/Technical:</b> ISO and it's Standards for Business; Quality Compliance; Health & Safety Compliance; Environmental Compliance; International Regulations; Case Study. <i>One Case Study/ Case let from the unit.</i>	<b>10 Hours</b>
<b>Text Book</b>	Chary S, (2017) “Production and Operations Management”, McGraw Hill Education Chunawalla S A and Pate D R, (2016), “Production and Operation Management”, Himalaya Publishing House. Panneerselvam (2012) “Production and Operations Management”, Prentice Hall India	
<b>Reference Book</b>	William J. Stevenson, (2017), “Operations Management”, McGraw-Hill Education <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> MBAHEM307	<b>Discipline Specific Course -7</b> <b>MBA (HEM) – Semester-III</b> <b>Management of Buying Behaviors</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1</b>	Understanding the Importance of G. I. its IPR and relation to sustainable development.	
<b>CO2</b>	Understanding individual importing country's tariff barriers and non tariff barriers to bypass WTO.	
<b>CO3</b>	Creating short stories or short videos to create interest among and users of the product.	
<b>CO4</b>	Applying the Knowledge on design protection/copy rights.	
<b>CO5</b>	Creating the documentation for IPR and Copyright.	
<b>Corse Content:</b>		
<b>Unit-1:</b>	<b>G. I./IPR/Copyright:</b> Geographical Indication tag; Protection of Geographical indications; Concept of Intellectual Property; Concept of new product development; Importance of Intellectual Property; Different Facets of IPR; Design and Product Development. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Stories for Products:.</b> Effective product description for target audience; Focus on product benefits; Telling the full story; Use natural language and tone; Use power words that sells; Use words that optimize for search engines; Importance of good images; Make it easy to scan. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Influencing end users:</b> Make them feel uniquely special; Offer lots of information; Customers needs to be involve in decision ; Tell the story; Make realistic promises; Provide a high level service. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Handicraft and its role in modern and sustainable life :</b> Recycling/ up-cycling; Climate change; Treatment of waste generated; Ecological benefits of handicrafts v/s industrial produced goods; Green value chain. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Tariffs and non-tariff barriers:</b> Types of Non-tariff barriers; Common non-tariff barriers; Quantity Restrictions, Quotas and Licensing Procedures; Foreign Exchange restrictions; Technical and Administrative regulations; Consular Formalities; State Trading; Preferential Arrangements. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Text Book</b>	Philip Kotler, Marketing Management- The South Asian Perspective, Pearson Education	

	Warren J. Kegan: Global Marketing Management' Pearson Education	
<b>Reference Book</b>	SvendHollensen : Global Marketing: A Decision-Oriented Approach- , Pearson Education. Ramasamy, Namakumari: Marketing Management, McMillan Publishers Saxena: Marketing Management (Tata McGraw-Hill) <b>* Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>MBAHEM321</b>	<b>On the Job Training -I</b> <b>MBA (HEM) - Semester-III</b> <b>OJT-I</b>		<b>L-0</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	By this training, the student is expected to learn about the organizational problems and analyze it to provide proper solutions of these problems. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions during the on job training (OJT – I) in Handicrafts sector		
<b>Guidelines:</b>			
<b>1</b>	After third semester examination, every student of MBA will undergo on-the-job training (OJT-I) in any Handy craft company. The duration of the training will be of 16 to 18 weeks.		
<b>2</b>	During the course of training (OJT-I), the student shall prepare a <b>hand written report</b> in approximate 500 words based on day to day learning in the organization, where the student undergone the training. Student shall submit this report after the completion of the training to the course coordinator of the program, which shall be the part of third semester examination		
<b>3</b>	Student has to submit neatly hand written two copies (one original & one photocopy) on A-4 size paper with spiral binding (paperback).		
<b>4</b>	Industry supervisor shall submit duly signed and stamped performance evaluation form and certificate of OJT-II of the student by the courier and scan copy of the form and certificate through email to the course coordinator of the program. The Performa of the evaluation form and certificate is included in the syllabus of the program.		
<b>5</b>	Student has to prepare & present power point presentation of 15 to 20 slides in front of internal and external examiners about the learning in the OJT-I.		
<b>6</b>	The Internal assessment (20 Marks) of the training (OJT-I) will be evaluated by panel of three internal examiners (appointed by the Principal of the College) and External assessment (80 Marks) will be provided by the company supervisor.		
<b>Evaluation Scheme (100 Marks)</b>			
Internal Assessment (20 Marks)	Presentation (10 Marks)	Viva – Voce Based on hand written report (10 marks)	
External Assessment (80 Marks)	Evaluation is based on the performance of the students by supervisor of the training		

<b>PERFORMANCE EVALUATION FORM</b>	
<b>OJT-I</b>	
<b><u>Mentor's details:</u></b>	
<b>Name:</b>	
<b>Designation:</b>	
<b>Name of the Organization:</b>	
<b>Postal Address:</b>	
<b>Mobile No.</b>	
<b>Landline with Extension No.</b>	
<b>E mail:</b>	

**Student's details:**

<b>Name of the Student:</b>	
<b>Name of Institution:</b>	
<b>Date of Joining:</b>	
<b>Date of Completion:</b>	
<b>Project Assigned:</b>	

**Note: All the parts (A, B and C) to be evaluated by the Supervisor**

<b>Part: A</b> <b>30 Marks</b>			
<b>SKILLS AND PERSONAL CHARACTERISTICS</b>			
<b>S. No.</b>	<b>Skills/Personal Characteristics</b>	<b>Marks</b>	<b>Remark</b>
1	Integrity		
2	Leadership		
3	Client Relationship		
4	Communication Skills		
5	Team player		
6	Reliability		
7	Analytical Skills		
8	Time Management		
9	Attitude		
10	Dependability		
11	Creativity		
12	Interaction with staff		
13	Appearance		
14	Decision Making Skills		
15	Ability to learn		
	<b>Total Marks</b>		

<b>Part: B</b>			
<b>30 Marks</b>			
<b>Project Performance</b>			
<b>S. No.</b>	<b>Attribute</b>	<b>Marks</b>	<b>Remark</b>
1	Ability to generate Relevant Solutions		
2	Industry & Business Knowledge		
3	Domain & Functional Knowledge/Analysis		
4	Subject Knowledge		
5	Ability to assimilate assignment objective		
6	Quality of Work		
7	Report Writing/Presentation		
8	Attention to Accuracy and details		
9	Demonstrated Critical thinking		
10	Seemed interested and enthusiastic about the training		
11	Planning & organizing		
12	Effectively performed assignments		
13	Ability to adapt to a variety of tasks		
14	Reliability and dependability		
15	Arrived to work on time		
	<b>Total</b>		



<b>Part C</b>  <b>20 Marks</b>		
<b>Overall, how would you rate the student?</b>		
Please give marks to the student's performance on the following areas of competency, using the category mentioned below:		
<b>Marks</b>	<b>Category(s)</b>	<b>Remark</b>
17 - 20	Outstanding	Performance which consistently exceeds standards and expectations
13-16	Excellent	Performance consistently meets and occasionally exceeds, all expectations
8-12	Good	Performance consistently meets standards and expectations
<8	Average	Performance meets some, but not, all the expectations
<b>Category</b>		<b>Please Tick Appropriate</b>
A	<b>Outstanding</b>	
B	<b>Excellent</b>	
C	<b>Good</b>	
D	<b>Average</b>	
E	<b>Below Average</b>	
<b>Marks obtained:</b>		
<b><u>* Your comments and suggestions to the Student</u></b>		
<b><u>Date:</u></b>	<b><u>Place:</u></b>	<b><u>Signature:</u></b>

<p><b><u>Course Code:</u></b> <b>MBAHEM421</b></p>	<p style="text-align: center;"><b>On the Job Training -II</b> <b>MBA (HEM) - Semester-III</b></p> <p style="text-align: center;"><b>OJT-II</b></p>	<p><b>L-0</b> <b>T-0</b> <b>P-0</b> <b>C-18</b></p>
<p><b><u>Course Outcomes:</u></b></p>	<p>By this training, the student is expected to learn about the organizational problems and analyze it to provide proper solutions of these problems. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions during the on job training (OJT- II)</p>	
<p style="text-align: center;"><b>Guidelines:</b></p>		
<p style="text-align: center;"><b>1</b></p>	<p>After third semester examination, every student of MBA will undergo on-the-job training (OJT-II) in any company. The duration of the training will be of 16 to 18 weeks.</p>	
<p style="text-align: center;"><b>2</b></p>	<p>During the course of training (OJT-II), the student shall prepare a <b>hand written report</b> in approximate 500 words based on day to day learning in the organization, where the student undergone the training. Student shall submit this report after the completion of the training to the course coordinator of the program, which shall be the part of third semester examination</p>	
<p style="text-align: center;"><b>3</b></p>	<p>Student has to submit neatly hand written two copies (one original &amp; one photocopy) on A-4 size paper with spiral binding (paperback).</p>	
<p style="text-align: center;"><b>4</b></p>	<p>Industry supervisor shall submit duly signed and stamped performance evaluation form and certificate of OJT-II of the student by the courier and scan copy of the form and certificate through email to the course coordinator of the program. The Performa of the evaluation form and certificate is included in the syllabus of the program.</p>	
<p style="text-align: center;"><b>5</b></p>	<p>Student has to prepare &amp; present power point presentation of 15 to 20 slides in front of internal and external examiners about the learning in the OJT-II.</p>	
<p style="text-align: center;"><b>6</b></p>	<p>The Internal assessment (20 Marks) of the training (OJT-II) will be evaluated by panel of three internal examiners (appointed by the Principal of the College) and External assessment (80 Marks) will be provided by the company supervisor.</p>	

<b>Evaluation Scheme (100 Marks)</b>		
Internal Assessment  (20 Marks)	Presentation (10 Marks)	Viva – Voce Based on hand written report (10 marks)
External Assessment  (80 Marks)	Evaluation is based on the performance of the students by supervisor of the training	

## PERFORMANCE EVALUATION FORM

### OJT-II

#### Mentor's details:

<b>Name:</b>	
<b>Designation:</b>	
<b>Name of the Organization:</b>	
<b>Postal Address:</b>	
<b>Mobile No.</b>	
<b>Landline with Extension No.</b>	
<b>E mail:</b>	

#### Student's details:

<b>Name of the Student:</b>	
<b>Name of Institution:</b>	
<b>Date of Joining:</b>	
<b>Date of Completion:</b>	
<b>Project Assigned:</b>	

**Note: All the parts (A, B and C) to be evaluated by the Supervisor**

<b>Part: A</b>			
<b>30 Marks</b>			
<b>SKILLS AND PERSONAL CHARACTERISTICS</b>			
<b>S. No.</b>	<b>Skills/Personal Characteristics</b>	<b>Marks</b>	<b>Remark</b>
1	Integrity		
2	Leadership		
3	Client Relationship		
4	Communication Skills		
5	Team player		
6	Reliability		
7	Analytical Skills		
8	Time Management		
9	Attitude		
10	Dependability		
11	Creativity		
12	Interaction with staff		
13	Appearance		
14	Decision Making Skills		
15	Ability to learn		
	<b>Total Marks</b>		

<b>Part: B</b>			
<b>30 Marks</b>			
<b>Project Performance</b>			
<b>S. No.</b>	<b>Attribute</b>	<b>Marks</b>	<b>Remark</b>
1	Ability to generate Relevant Solutions		
2	Industry & Business Knowledge		
3	Domain & Functional Knowledge/Analysis		
4	Subject Knowledge		
5	Ability to assimilate assignment objective		
6	Quality of Work		
7	Report Writing/Presentation		
8	Attention to Accuracy and details		
9	Demonstrated Critical thinking		
10	Seemed interested and enthusiastic about the training		
11	Planning & organizing		
12	Effectively performed assignments		
13	Ability to adapt to a variety of tasks		
14	Reliability and dependability		
15	Arrived to work on time		
	<b>Total</b>		

<b>Part C</b>		
<b>20 Marks</b>		
<b>Overall, how would you rate the student?</b>		
Please give marks to the student's performance on the following areas of competency, using the category mentioned below:		
<b>Marks</b>	<b>Category(s)</b>	<b>Remark</b>
17 - 20	Outstanding	Performance which consistently exceeds standards and expectations
13-16	Excellent	Performance consistently meets and occasionally exceeds, all expectations
8-12	Good	Performance consistently meets standards and expectations
<8	Average	Performance meets some, but not, all the expectations
<b>Category</b>		<b>Please Tick Appropriate</b>
A	<b>Outstanding</b>	
B	<b>Excellent</b>	
C	<b>Good</b>	
D	<b>Average</b>	
E	<b>Below Average</b>	
<b>Marks obtained:</b>		
<u>* Your comments and suggestions to the Student</u>     		
<b><u>Date:</u></b>	<b><u>Place:</u></b>	<b><u>Signature:</u></b>

